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A SURVEY OF THE PUBLIC'S ATTITUDES TOWARD THE ENERGY SITUATION

- VOLUME I -

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The views presented in this paper are those of the authors and do not necessarily reflect the views or positions of the Department of C.C.A.

CONSUMER CONTACT LIMITED

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A. BACKGROUND

Consumer Contact, on behalf of Consumer and Corporate Affairs Canada, has completed a survey of the public's attitudes toward the energy situation in Canada. The Federal Government has commissioned similar studies annually since 1975.

The stated objectives for the 1982 study were:

* To identify the public's attitudes toward the energy situation and energy prices;

* To identify the public's attitudes towards energy conservation;

* To identify the public's knowledge of potential energy saving behaviours;

* To identify the public's current energy conserving behaviours;

* To identify the public's reaction to general policy alternatives concerning energy and to specific government programs concerning energy;

* To track longitudinal trends about the above issues over the eight surveys.

B. THE SAMPLE

The data presented in this report are based on telephone interviews carried out in eight centres - Halifax, Quebec City, Montreal, Ottawa, Toronto, Winnipeg, Calgary and Vancouver.

The telephone numbers were selected, using a random procedure, from the current telephone directories. Two replicated samples of numbers were selected for each city, each replicate being a random sample in its own right. The first replicate was exhausted before moving into the second one. The samples for all the cities were pre-selected by Supervisory personnel. A one initial call plus one call-back procedure was specified to improve the possibility of contacting people not at home initially. Only the female or male head of household was interviewed, the sex to be interviewed being specified for each questionnaire; where there were two heads of household of the same sex the one with the next birthday was selected.

Standard Consumer Contact monitoring procedures were used in the Central Telephone Facilities in each of the eight cities.

Field work took place May 8th - May 25th; the sample achieved is shown in Appendix II.

C. THE REPORTING PROCEDURES

As indicated earlier, similar studies have taken place annually since 1975. It is customary in reports on tracking studies to make reference to earlier results. However, the sample design was changed substantially for the 1979 wave, in that only male and female heads of household were interviewed whilst on earlier studies all people, 15 years and over, qualified.

This report by Consumer Contact, called Volume I, focusses therefore on the 1982 results, with a few comparisons to the earlier data where these are of particular interest. A computer tape of the 1982 data has been supplied to Dr. McDougall and his associates at Wilfrid Laurier; they will be responsible for Volume II which will draw detailed comparisons between 1982 and the earlier years.

D. HIGHLIGHTS

* During the years 1979 and 1980 a growing awareness of the problems, danger and implications of the energy situation as it affected our country was apparent.

  In 1981 it seemed that some of the intensity had gone out of this situation. In the current 1982 study there was a dramatic drop in the proportion of people mentioning energy as a major problem facing Canada today, from one in five in 1981 to less than one in sixteen in 1982. At the same time, problems other than energy came up with much higher frequency.

* There has always been a substantial minority who regarded the energy crisis as a hoax. This year is no exception and, in fact, the proportion agreeing with this statement has risen to 50 per cent! There was considerable variation over the geographical centres where the study was conducted but even in the least cynical place - Ottawa - this figure was more than one person in three.

* Early in the interview, in the context of six selected issues, energy shortage was described as "very" or "somewhat" seriously affecting the country by only 49 per cent. This is the lowest recorded in the last four years and compares to unemployment (96 per cent), inflation and interest rates (each 95 per cent).

* As in previous years, shortages of fuels in the coming years were regarded at two distinct levels of concern:
  - Gasoline and heating oil are viewed pessimistically;
  - Electricity and natural gas are seen at a somewhat lower level of concern.

  It is noteworthy, however, that the concern over gasoline and heating oil has decreased since 1981 and the gap between these and the other two fuels closed considerably. Perhaps new discoveries and/or the well-publicised world "oil glut" are diluting the concern which people felt in recent years.

* Despite concern over rising energy costs there was again a surprisingly high proportion of people who were unable to give an estimate of the cost rise of the four fuels in the last twelve months.

The perceived cost rises for each of the fuels was the highest in the last four years, gasoline and heating oil being seen as the two having the highest year-on-year increase.

* Just under one person in five supported the proposition of raising the price of gasoline in Canada to 55 cents a litre within the next year.

* Within a scenario where gasoline had in fact risen to 55 cents a litre the following questions were posed:

Would you

- Drive a lot less?
- Buy a smaller car when you replace your present one?
- Use public transportation more?

A fairly positive reaction was received to each of these possibilites

- 55% said "Yes" to driving less
- 53% said "Yes" to a smaller car
- 50% said "Yes" to more use of public transportation.

This positive response was not limited to lower income families; clearly such a price shift would generate far-reaching effects and implications.

* It should be noted that these reactions occurred in an environment where 51 per cent reported increases in family income over the past twelve months. This is the smallest proportion in the last few years, the earlier figures being 61 per cent in 1981, 55 in 1980 and 52 in 1979.

* On the more positive side, 93 per cent still believe that the individual's responsibility in conserving energy is "very" or "somewhat" important. This figure has remained consistent over the past few years.

* A list of statements related to the energy situation was read out so that individuals could register their agreement or disagreement. One of these was "The Energy Crisis was a hoax" referred to at the beginning of this section.

The detailed results are shown later in the "General Summary" section. One important statement which received massive (91%) support was "Any homeowner who spends money on home insulation is making a good investment." Clearly, the bad publicity surrounding one form of insulation has not damaged the concept.

An example of lessening concern is the trend amongst people agreeing that if we do not reduce our consumption of gas and oil, in a few years we will be too dependent on foreign oil. In 1980 67 per cent agreed, in 1981 58 per cent and now in 1982 this figure had dropped to 53 per cent.

* A series of possible energy-saving actions were specified. These generated support from a high 82 per cent (subsidies to improve public transport) to a low 18 per cent (fuel rationing).

Again home insulation received good support with 73 per cent backing a suggested requirement for all new and old homes to be insulated to a given standard prior to sale.

Some very fundamental suggestions involving direct out-of-pocket cost had a perhaps surprising level of support:

- tax on gas-heavy cars : 45 per cent support
- pricing electricity on an increasing cost/usage basis : 43 per cent support

More general taxing and rationing suggestions, however, were not received with enthusiasm!

* Certain energy conservation practices have come into common usage, for example keeping the room thermostat lower and being more careful in turning off home lighting.

  There are still a number of potentially rewarding areas, one of which is maintaining the household hot water supply at a more modest temperature. Less than half of the respondents claimed an improvement in this area of conservation. Home Energy Audits is another aspect which is at a very low level.

* Thirty-eight (38) per cent claimed to have heard of the ENERSAVE program although only 9 per cent had participated; clearly, another area where the potential is yet to be realized, although these latest figures suggest an improvement on the previous year.

* The awareness of the CHIP program, at 73 per cent, is much greater. Fifteen (15) per cent had received a grant under this scheme.

* Awareness of Canadians regarding energy usage in Canada in a World context and the Canadian need to import oil are other areas where more could be achieved. We appear to be still too conscious of being a resource-rich country and we are not changing this viewpoint.

* The claimed domestic usage of electricity and particularly gasoline showed a net less usage in 1982 over 1981. Over a period of years, of course, there is a diminishing opportunity to save so that the performance is possibly better than the figures suggest.

* On a more positive aspect, average thermostat settings, day and night, have held the improvement over the last few years. In 1979, 28 per cent showed daytime temperatures of under $20^{o}C$, in 1980 this increased to 35 per cent, in 1981 to 38 per cent and in 1982 37 per cent maintained their homes at such relatively modest temperatures.

* The principal method of heating the home was established; the upward trends in the use of natural gas and notably electricity together with the downward trend in the use of heating oil is clear.

  Three-in-ten (similar to the 1981/80 figures) of the people who use oil to heat their homes claim to have given serious thought to switching to another fuel. 35 per cent of these oil heating users had heard of COSP.

  There is also evidence of actual switching; 13 per cent of owner-occupied homes with heating other than oil had recently switched from oil, the major reason for change arising from cost considerations, not fear of shortage. 27 per cent of those switching had received a COSP grant.

* The number of vehicles (excluding motorcycles) owned, leased or normally kept at home was recorded and certain characteristics of these vehicles established. The move to smaller (i.e., 4 cylinder vehicles) is apparent.

About 79 per cent of the vehicles were used at least once during the week for either work or school commuting; 73 per cent of these vehicles covered under 150 miles per week on such trips.

The effects of gasoline rationing could be profound, even within this segment!

* 36 per cent of owner-occupiers said they were planning to spend money on energy efficiency improvements to their home in the next twelve months; four-in-ten (41 per cent) of these people were considering sums in excess of $500. Plans for expenditure of this level were particularly evident amongst owners of older property, suggesting a certain realism.

* Before proceeding to the respondents' profile data, they were asked:

"Do you think you are a wise user of energy in your home or not?"

Almost nine people in ten (89 per cent) retorted a confident "Yes"; this permeated all the strata analysed.

E. GENERAL SUMMARY

1. Major Problems in Canada Today

At the beginning of the interview, respondents were asked to state which problems should be of most concern to people living in Canada today. This was a completely open question with no mention of specific topics.

The following table shows that less than one in sixteen mentioned energy, either as the sole major problem or in conjunction with other problems:

	Total Sample 1659 %	
Energy alone mentioned	1	
Energy plus other mentioned	5	
		6
Other problems mentioned but not energy		92
None		2

Note: percentages have been rounded to nearest whole number

(See Detailed Tables Pages 1 - 4)

This figure of 6 per cent is a dramatic drop from the last three years when energy was specifically mentioned by around one-in-five each year. Only respondents in Ottawa raised energy on a significantly higher level than the other geographical locations included in the study.

It is also noted that only a handful - 2 per cent - failed to raise any problems!

2. Views On Selected Problems

A set of six problem areas was then presented and the respondents were invited to express their viewpoint on the severity of these problems in Canada. The following picture emerged, based on those describing the problems as "very" or "somewhat" seriously affecting the Country.

For the first time in the last four years "Inflation" lost the top spot, falling to "Unemployment," with "Interest Rates" also challenging it.

	Total Sample
	1659
	%
Unemployment	96
Inflation	95
Interest Rates	95
Cost Of Energy	82
Pollution	68
Energy Shortage	49

(See Detailed Tables Pages 5 - 28)

Only 49 per cent classified "Energy Shortage" as being a very or somewhat serious problem affecting Canada today. This is the lowest figure recorded in the last four years and suggests that new energy discoveries and/or the well-publicised world "oil glut" are diluting the concern which the public felt in the late seventies.

For ease of reference, the more meaningful sub-groups are shown in the following summary tables.

Energy Shortage Seen As "Very" Or "Somewhat" Serious For Canada	Percent "Very" Or "Somewhat"			
	1982	1981	1980	1979
Halifax	42	57	72	77
Quebec City	69	75	79	75
Montreal	70	76	79	71
Ottawa	52	57	60	58
Toronto	44	45	61	51
Winnipeg	40	44	58	46
Calgary	36	53	53	48
Vancouver	40	47	60	49

Quebec City and Montreal show the most concern but some of the other centres, notably Halifax and Calgary, show a substantial decline from levels of concern in 1981 and earlier.

Energy Shortage Seen as "Very" Or "Somewhat" Serious For Canada	Percent "Very" Or "Somewhat"			
	1982	1981	1980	1979
Sex				
Male	41	48	59	54
Female	56	65	72	65
Age				
Under 35 years	54	57	68	60
35 - 44 years	41	55	64	61
45 - 54 years	49	54	61	59
55 years and over	46	60	64	57
Household Income				
Under 10,000	63	55	63	60
10,000 - 14,999	61	57	71	63
15,000 - 24,999	54	55	68	57
25,000 - 39,999	44	59	61	60
*40,000 And Over	41	52	-	-
Refused	47	60	65	58
Status				
Own	45	57	62	57
Rent	55	56	69	63

*Additional category added in 1981; 25,000 - 39,999 was 25,000 and over.

(These extracts are taken from the Detailed Tables, Pages 21 - 24)

There is a general "across-the-board" decreased awareness of energy shortage, except in the lower income groups.

The responses to this area of questioning were also analysed (See Detailed Tables, Page 24) by the degree of importance attached to people making their own individual efforts to conserve energy (Question 7).

The great majority of people feel that individuals can make a contribution to saving energy - a massive 93 per cent considered this to be "very" or "somewhat important" (See Detailed Tables, Page 89), a similar figure to that shown in the earlier studies.

3. Energy - The Fuels

Having introduced the idea of energy shortage, we then proceeded to the specific area of possible fuel shortage in Canada in the "coming years", dealing with each major fuel in turn. Overall, the proportions of people considering that a shortage of particular fuels was a "very" or "somewhat" serious possibility were:

Fuel Shortage Seen As "Very" Or "Somewhat" Serious In Coming Years For Canada	Total Sample (1982)	(1981)	(1980)	(1979)
	1659 %	1599 %	1600 %	1599 %
Gasoline	53	62	68	62
Heating Oil	46	68	64	57
Electricity	32	32	33	38
Natural Gas	28	31	33	33

(See Detailed Tables Pages 29-44)

The prospects for gasoline and heating oil were not viewed optimistically in the period 1979-1981; whilst they are still viewed with concern in 1982, particularly for gasoline which has recaptured the top spot, the level of concern has decreased. As in previous years Canadians continue to feel reasonably comfortable about supplies of electricity and flow of natural gas for at least the next few years.

Quebec City and Montreal tended to be the most worried over possible fuel shortages. Across all the fuels women showed more concern than men - a consistent pattern over the last few years' data:

	1982 Percentage "Very or Somewhat" Serious About Possible Shortages			
	Heating Oil	Gasoline	Electricity	Natural Gas
Halifax	46	45	36	14
Quebec City	56	70	54	26
Montreal	53	70	38	35
Ottawa	49	55	41	33
Toronto	53	50	24	29
Winnipeg	45	47	18	33
Calgary	24	41	22	32
Vancouver	48	50	26	25
Male	40	45	25	21
Female	53	61	39	35

(See Detailed Tables, Pages 29/33/37/41)

There is not a marked difference across age, although the older people tended to show more concern.

People who had earlier indicated that energy shortage is a very serious Canadian problem were consistent in that they express a "very serious" position on all four fuels compared to the overall viewpoint. (See Detailed Tables, Pages 32/36/40/44)

The perceived percentage cost rise of the four fuels, in the last twelve months, was then probed. As noted in earlier years, there was a surprisingly high proportion who were unable to give an estimate, particularly for heating oil and natural gas, and this ignorance is only partly explained by people who may pay fuel costs as part of their rent. By comparison, people were more willing to offer a figure for electricty and gasoline.

By taking the mid-point of percentage ranges, and excluding those unable to give an estimate, the following "league table" was produced.

	Mean Percentage Rise In Last 12 Months			
	1982 Study	1981 Study	1980 Study	1979 Study
Gasoline	29.75	19.89	17.65	14.68
Heating Oil	24.81	19.01	16.97	15.19
Natural Gas	22.06	16.74	14.20	14.56
Electricity	18.44	14.09	12.98	14.70

(See Detailed Tables, Pages 45-60)

Gasoline and heating oil still hold first and second place but all increases are perceived at a higher level than in the last three years.

As in the earlier years, estimates for each fuel varied geographically.

4. The Price Of Gasoline

After discussing possible shortages and recent cost rises for a number of fuels the study then moved specifically to one fuel - gasoline.

The respondents were asked the following question: "Are you in favour or opposed to the plan to increase gasoline prices in Canada to 75% of the world price? This means that within the next year you will pay 55¢ a litre for gasoline ($2.50 per gallon).

The resulting answers were distributed:

	Total Sample
	1659
	%
In Favour	19
Opposed	76
Don't Know	5

(See Detailed Tables, Pages 61-64)

The geographical variation was not large:

	Percentage In Favour Of Increased Prices
Halifax	18
Quebec City	17
Montreal	18
Ottawa	14
Toronto	22
Winnipeg	17
Calgary	26
Vancouver	22

(See Detailed Tables, Page 61)

There was some difference between males (26% in favour) and females (13%). Higher income and higher education level individuals were also well above the average in favouring such a move in prices.

After having set the scene and defined the price move envisaged, the questioning continued in the same vein: "When gasoline prices are raised to 55¢ per litre, will you and your family ...

- Drive a lot less?
- Buy a smaller car when you replace your present one?
- Use public transportation more?

A fairly positive reaction was received to each of these possibilities.

	Percentage Saying:		
	Yes	No	Don't Know/ Not Applicable
Drive A Lot Less	55	39	6
Buy A Smaller Car	53	37	11
Use Public Transportation More	50	45	5

(See Detailed Tables, Pages 65-68)

Even amongst the higher income families, a substantial number contemplate some change in behaviour.

These data indicate that such a price shift would have a fundamental effect on these gasoline-related habits.

5. Attitudes To The Energy Situation

At this point in the interview, a number of statements were read out so that people could register their agreement or disagreement, or declare it "not applicable" as far as they were concerned.

STATEMENT	AGREE %
5.1 The "Energy Crisis" Was A Hoax	50
5.2 There Is No Real Need To Conserve Energy Because Technology Will Solve The Problem	21
5.3 It's Probably Not That Difficult To Reduce The Amount Of Energy I Use	70
5.4 Soon Everyone Is Going To Have To Use Less Energy	79
5.5 It Is Useless For The Individual Consumer To Do Anything About Energy Conservation	15
5.6 Since We Have Plenty Of Gas And Oil There Is No Real Need To Conserve Energy	14
5.7 I Resent Utilities And Governments Asking Me To Save More Energy	35
5.8 If Canadians Don't Reduce The Amount Of Gas And Oil They Use, In A Few Years Canada Will Be Too Dependent On Foreign Oil Producers	53
5.9 Businesses Waste Far More Energy Than Consumers Do	63
5.10 Government And Business Should Be Doing The Energy Saving, Not Consumers	33
5.11 The Solution To The Energy Situation Will Mean That All Canadians Will Have To Change Their Lifestyles Quite A Bit	68
5.12 Any Homeowner Who Spends Money On Home Insulation Is Making A Good Investment	91
5.13 The Oil Companies Have Profited Unfairly From The Energy Situation	68
5.14 The High Cost Of Energy Has Caused Me Severe Hardship	33

(See Detailed Tables, Pages 69 - 88)

Reference 5.1 - In reports on the earlier studies in this tracking series it was noted with surprise that around four in ten people regarded the energy crisis as a hoax created by the Government, Utilities and Corporations.

In this year's study the statement was slightly re-phrased; now one in two believe it to have been a hoax. This feeling is spread across the country from a low of 37 per cent in Ottawa to a high of 62 per cent in Quebec City and significantly penetrates all strata analysed.

Reference 5.2 - Technological rescue is not seen by many as an alternative to energy conservation. Older people have somewhat more faith in the technological route than younger ones.

Reference 5.3 - There appears to be still considerable scope for self-imposed energy conservation.

Reference 5.4 - There is substantial agreement on future reductions except from those relatively few people who feel that the individual's efforts in conserving energy are not too important.

Reference 5.5 - Only a small minority agree with this pessimistic statement.

Reference 5.6 - A mere one-in-seven believe that we have ample supplies.

Reference 5.7 - More than one-in-three express a dislike of Government and Utilities asking people to save more energy. There is not a wide variation in this attitude geographically and it appears at a significant level through all the segments analysed.

Reference 5.8 - Against an average figure of 53 per cent for people agreeing on over-dependence on foreign oil, Ottawa residents were the low point at 40 per cent and Montreal the high at 68 per cent. Only 34 per cent of the people who do not rate the individual's contribution to energy conservation highly supported the statement.

Reference 5.9 - Almost two people in every three agree with the statement.

Reference 5.10 - Clearly many people feel a personal responsibility and do not think that Government and Business alone can do the energy saving - a hopeful sign!

Reference 5.11 - There is an acceptance that things in the future cannot be as they were in the past. There is not much variation in this attitude over the age-groups.

Reference 5.12 - This statement is still massively supported - despite bad publicity on one type of insulation.

Reference 5.13 - Although about two in every three support this view it does vary considerably geographically from 55 per cent in Calgary to 77 per cent in Quebec City. Even in Calgary, however, this figure of 55 per cent is higher than the 41 per cent recorded the previous year.

Reference 5.14 - One in three claim that the high cost of energy has caused severe personal hardship; not surprisingly, this is most evident amongst the lower income groups.

The line of the enquiry then moved to assess the importance of the individual's own efforts to conserve energy. The following data show that the feeling of individual responsibility remains high over the years:

	Total Sample			
	(1982)	(1981)	(1980)	(1979)
	1659	1599	1600	1599
	%	%	%	%
Very Important	55	55	60	56
Somewhat Important	38	39	33	36
Not Too Important	6	5	5	6
Not Important At All	1	1	1	2
Don't Know/Not Applicable .	*	1	1	*

* = Less than 1%

(See Detailed Tables Pages 89-92)

6. Possible Action On Energy

A number of possible actions were then read out and the respondents were invited to indicate support or non-support.

POSSIBLE ACTION	YES, SUPPORT %
6.1 A Special Tax On Cars That Get Less Than 20 Miles To The Gallon	45
6.2 A Program That Requires All Homeowners, To Pay $25 To Have Their House Rated For Energy Efficiency. A Certified Person Would Examine The House And Make Recommendations	45
6.3 A Tax On All Heating Fuels, Electricity And Gasoline To Encourage People To Conserve	20
6.4 Pricing Electricity So That The Cost Per Kilowatt Hour Becomes More Expensive The More You Use	43
6.5 Rationing The Amount Of Gasoline, Heating Oil And Electricity Each Person Can Use ...	18
6.6 Subsidies To Improve Public Transit To Encourage People To Leave Their Cars At Home	82
6.7 A Requirement That All Homes, New And Old, Would Have To Be Insulated To A Certain Standard Before They Could Be Sold	73
6.8 A Government Program To Limit Energy Used For Leisure And Vacation Travel	29

(See Detailed Tables, Pages 93-104)

The clear winner amongst these suggestions is the idea of subsidies to improve public transit to encourage people to leave their cars at home (Reference 6.6), with support from over four people in five. This proposition received a similar level of support over the years 1979-81.

The second most acceptable suggestion is the compulsory pre-sale insulation of homes, new and old (Reference 6.7), with almost three in five supporting. This is heavily supported by owners and renters alike.

There is then a substantial drop in the level of support down to the 40 per cent plus range. However it is noteworthy that two suggestions - Reference 6.1 and 6.4 - where there is a continuous out-of-pocket cost do get the support of over four people in ten. There are no violent fluctuations in this level of support for these two ideas amongst the various strata examined.

At 29 per cent the support for limiting energy used for vacation and leisure travel is perhaps suprisingly high; the highest level comes from the lower income groups.

The remaining ideas - Reference 6.3 and 6.5 - involving taxes and rationing predictably do not arouse a great deal of enthusiasm!

7. Claimed Energy-Saving Behaviour

The interview now moved into specific areas which would be conducive to saving energy and was directed to identify those areas where action had been taken. It was divided into two major sections:

- 7.1 the first covering trends in the individual's behaviour over the last few years.
- 7.2 the second dealing with certain activities.

7.1 Trends in behaviour over the last few years:

ACTION	YES, DONE %
7.1.1 Keeping The Thermostat At A Lower Temparuture Than A Few Years Ago	80
7.1.2 Turning Off Lights In Your Home More Often Than A Few Years Ago	84
7.1.3 Keeping The Hot Water At A Lower Temperature Than A Few Years Ago	46
7.1.4 Using Less Hot Water Than A Few Years Ago ..	50
7.1.5 Making Improvements To The Insulation To Your House	55
7.1.6 Driving Less Than A Few Years Ago	54
7.1.7 Bought A Smaller Car Than The One You Had A Few Years Ago	44
7.1.8 Having Your Car Serviced More Often Than A Few Years Ago	43
7.1.9 Using Public Transportation More Often Than A Few Years Ago	41

(See Detailed Tables, Pages 105-116)

In this section we will discuss the "failures", those actions scoring less than 50 per cent "Yes".

Reference 7.1.3 - This figure of 46 per cent has remained more or less static over the last three years. There is a considerable variation geographically from a high of 62 per cent in Halifax to a low of 38 per cent in Calgary. It appears to be a continuing worthwhile target for increasing conservation.

Reference 7.1.7 - This will take a considerable time to work through because of the life-cycle of this "high ticket" item. Under current economic conditions, the auto replacement market must be held back from its volume during the seventies.

Reference 7.1.8 - Here again we have an area which is not necessarily straightforward. Although people may be conscious of more frequent servicing providing better gasoline consumption, the latest model cars generally have a longer between-servicing requirement than in past designs.

Reference 7.1.9 - Use of public transportion does vary geographically and is presumably a reflection of the service available in any particular locality. It has maintained this level of around four people in ten over the past three years.

7.2 Current behaviour in specified activities:

ACTIVITY	YES %
7.2.1 Have Your Furnace Serviced At Least Once A Year ..	55
7.2.2 Participate in A Car Pool/Sharing A Ride To Work With Others	22
7.2.3 Check The Tire Pressures On My Car At Least Once A Month	60
7.2.4 Had A Home Energy Audit Done - This Involves Having A Certified Service Person Examine The House And Rate It For Energy Efficiency	15
7.2.5 Obtained Literature About How To Save Energy	68
7.2.6 Installed Weather Stripping and Caulking On Windows And Doors	65
7.2.7 Installed Storm Windsors And/Or Doors	51
7.2.8 Installed A Timer Controlled Thermostat	18
7.2.9 Often Talk With My Friends Or Neighbours About How To Save Energy	45

(See Detailed Tables, Pages 117-128)

As in Section 7.1 we will limit our comments to activities scoring under 50 per cent.

Reference 7.2.2. - This figure has drifted down from 29 per cent in 1979 to 27 per cent in 1980 and 1981 to the current level of 22 per cent. The idea seems to be generally lacking success through all segments analysed.

Reference 7.2.4 - Ottawa, at 23 per cent, showed the highest use of such audits whilst Calgary, at 10 per cent, showed the lowest. Clearly, much could yet be achieved!

Reference 7.2.8 - Running at the same rather disappointing level of 1981; obviously a potential area of energy saving for an advertising campaign.

Reference 7.2.9 - Difficult to evaluate this one - the figure of 45 per cent does suggest a reasonable level of awareness; it may arise more from cost than conservation considerations.

8. ENERSAVE and CHIP Programs

8.1 ENERSAVE:

38 per cent had heard of this program; of these people 23 per cent had participated in it, that is, about 9 per cent of all respondents. This suggests an increased participation over the previous year. (See Detailed Tables, Pages 129-136)

8.2 CHIP:

The awareness of this program is much higher, at 73 per cent. 21 per cent of these people, 15 per cent of all respondents, had received a grant. The geographical awareness is widespread but the receipt of grants is less so. (See Detailed Tables Pages 137-144)

9. Energy Knowledge

Three statements were now posed and repondents were asked to pronounce them "True" or "False".

	TRUE	FALSE	DON'T KNOW/ NOT APPLICABLE
	%	%	%
On Average, Canadians Use More Energy Than Any Other Country In The World	58	29	13
Canada Has To Import Oil To Meet The Country's Energy Needs	61	31	8
Canadian Pay About The Same For Their Energy As Consumers In Other Countries	11	77	12

(See Detailed Tables, Pages 145-148)

Perhaps the most disturbing situation is that 31 per cent do not believe that we have to import oil. This is a similar "disbelief factor" to that recorded in earlier years and suggests room for improved communications to the public.

10. Energy In The Home

This section of the enquiry covered certain practical aspects of everyday living.

Firstly, in relation to last year, the use of certain fuels was questioned as to whether more, less or about the same was being used now.

This produced the following data:

Note: Figures in brackets give 1981 data.

	MORE		ABOUT THE SAME		LESS		DON'T KNOW	
	%		%		%		%	
Electricity	9	(9)	51	(53)	39	(36)	1	(2)
Home Heating Fuel	11	(10)	41	(41)	42	(43)	6	(5)
Gasoline	11	(16)	41	(42)	46	(41)	2	(1)

(See Detailed Tables, Pages 149 - 152, Not Applicable Excluded)

These figures are quite impressive when we consider that over the years there is a diminishing opportunity to save. We should remember that we are looking at users, not volume used, but there are no grounds for suspecting that people using more are also higher volume users.

We can see a real net decrease in gasoline usage between 1982 and 1981.

The second area of energy in the home to be examined was the responsibility for payment for heating and electricity:

Expenses Paid For Directly By Respondents Or Someone In The Household	YES	NO
	%	%
Heating	81	19
Electricity	91	8

(See Detailed Tables, Pages 153-156)

These figures are similar to the data in the 1981 and 1980 studies. They of course vary considerably between owners and renters.

The principal method of heating the home was established:

	Total Sample			
	(1982) 1659 %	(1981) 1599 %	(1980) 1600 %	(1979) 1599 %
Electricity	22	17	16	16
Heating Oil	31	36	38	42
Natural Gas	39	38	36	34
Wood And Other	2	3	2	*
Don't Know/Not Applicable	6	5	8	8

* = Less than 1%

(See Detailed Tables, Pages 157-160)

It will be noted that natural gas's upward trend and heating oil's downward trend continue, whilst electricity is becoming a more important factor.

There are, of course, major differences across the country, depending on the availability of particular fuels. For example, Halifax had 70 per cent heating oil (down on 1981), Quebec City 50 percent electrictiy, Calgary 88 per cent natural gas. The views on energy of the residents of these various cities will obviously be a function, to some degree, of this pattern.

The changing profile in the principal method of heating continues. Younger residences were much stronger in electricity (36%) and natural gas (42%); older residences biased towards oil (42%).

The people who now use a fuel other than heating oil were asked if they had recently switched from oil for their present home. 11 per cent said "Yes", the main reason being high cost of heating oil, afraid of shortages or electricity/natural gas pollutes less. Conversions were heavily weighted to Eastern Canada. In total, 27 per cent of those switching had received assistance under COSP. (See Detailed Tables, Pages 161-172).

Three-in-ten of those currently using heating oil in their homes had given serious consideration to switching during the last year; of these oil users 35 per cent had heard of COSP.
(See Detailed Tables, Pages 173-180)

The next section dealt with day and night thermostat temperature settings.

	DAY		NIGHT	
	1982	1981	1982	1981
	%	%	%	%
Under 60°F/15° c	10	8	14	10
60 To 63°F/15 To 17° c	9	9	18	14
64 To 66°F/18 To 19° c	18	21	28	26
67 To 69°F/About 20° c	33	31	24	29
70 To 72°F/21 To 22° c	26	26	12	16
Over 72°F/Over 22° c	2	2	2	2
Don't Know	2	2	2	2

(See Detailed Tables, Pages 181 To 188, No Thermostat Excluded)

The general improvement - i.e., lowering of settings - noted in earlier years has been maintained and some further night temperature improvements achieved.

11. Number Of Vehicles Kept At Home

The number of vehicles owned, leased or usually kept at home was recorded (motorcycles excluded).

	Sample (1659) %
One Vehicle	50
Two Vehicles	29
Three Vehicles	7
Four or More	3
None	11

(See Detailed Tables, Pages 189 To 192)

As noted in 1981, Montreal had a particularly high "no ownership" category (22 per cent).

Information concerning type of vehicle, number of cylinders, usage and miles for work or school was obtained. (See Detailed Tables, Pages 193 To 228, the figures being presented for the newest vehicle, then the second newest and finally the third newest.)

Combining the three newest vehicles, the type and cylinder breakdown is (1981 figures in brackets);

	Total Vehicles 2265 %	(2171) %		Total Vehicles 2265 %	(2171) %
Type:			Cylinders:		
Car	80	(79)	4	29	(25)
Station Wagon .	6	(8)	5	*	*
Light Truck ...	8	(8)	6	25	(26)
Van	3	(4)	8	40	(44)
Other	2	(1)	Other ...	1	(1)
Don't Know/ Not Stated ...	*	(*)	Don't Know/ Not Stated	5	(4)

* = Less than 1%.

The trend to smaller cars (less cylinders) is evident.

Only 469 (21 per cent) of the 2,265 vehicles were not used for school or work trips, a figure very close to last year's one.

Considering the 1796 vehicles used for school or work trips 1025 (57 per cent) covered less than 100 miles on those trips and 291 (16 per cent) covered between 100 and 150 miles per week.

Gasoline rationing could have a pronounced effect!

12. Future Plans

After discussing energy in an around the home the respondents were then asked if they were planning to spend any money in the next 12 months to improve the energy efficiency of the home.

This resulted in the following picture:

	1659
	%
Yes, will spend	24
No	59
Don't Know	3
Not Applicable	13

(See Detailed Tables, Pages 229 - 233)

The likely spending pattern for those who were positive on this expenditure was:

	403
	%
Less than $100	12
$100 - $500	39
More Than $500	38
Don't Know	11

(See Detailed Tables, Pages 233 - 236)

Plans for the higher cost level were particularly evident amongst owners of older property, suggesting a certain realism. Expenditure of this nature thus retains an element of priority even in the current economic climate.

Finally, all the respondents were asked this question:

"Do you think you are a wise user of energy in your home or not?"

Almost nine people in ten (89 per cent) answered "Yes". This confidence permeated all the strata analysed.

F. APPENDICES

APPENDIX I

CONSUMER CONTACT LIMITED

ENERGY STUDY

STUDY #363-82

RESP. NO.: _____ 20-1

1. Of all problems facing people living in Canada, which ones do you feel we should be most concerned about today? (PROBE) Are there any other areas of concern?

_____ 21-

_____

_____

2. I would like you to think about the following issues and tell me how seriously you feel each one is affecting us in Canada today. Let's start with (READ * PHRASE). Would you say it is very seriously affecting Canada, somewhat seriously, not too seriously or not seriously at all? (CONTINUE DOWN LIST, AND FROM TOP DOWN, UNTIL ALL HAVE BEEN READ.)

	VERY SERIOUSLY	SOMEWHAT SERIOUSLY	NOT TOO SERIOUSLY	NOT SERIOUSLY AT ALL	DON'T KNOW	NOT APPLI-CABLE
Inflation	22-1	2	3	4	5	0
Cost Of Energy	23-1	2	3	4	5	0
Unemployment	24-1	2	3	4	5	0
Pollution	25-1	2	3	4	5	0
* Energy Shortage	26-1	2	3	4	5	0
Interest Rates	27-1	2	3	4	5	0

3. Now, more specifically, I would like to discuss what is commonly termed the "energy shortage". Thinking of (FIRST * PHRASE), do you feel the possibility of a shortage in Canada, in the coming years, is very serious, somewhat serious, not too serious, or not serious at all? (IF ASKS ABOUT THE "COMING YEARS", SPECIFY AS "IN THE NEXT FIVE YEARS".)

	VERY SERIOUS	SOMEWHAT SERIOUS	NOT TOO SERIOUS	NOT SERIOUS AT ALL	DON'T KNOW	NOT APPLI-CABLE
Heating Oil	28-1	2	3	4	5	0
Electricity	29-1	2	3	4	5	0
* Gasoline	30-1	2	3	4	5	0
Natural Gas	31-1	2	3	4	5	0

4. What about the cost of energy? By about what percentage do you think the cost of (FIRST * PHRASE) has increased in the last twelve months? You may not know exactly, but I'd like your best guess.

	LESS THAN 5%	5 TO 10%	11 TO 15%	16 TO 20%	21 TO 30%	31 TO 40%	41 TO 50%	MORE THAN 50%	DON'T KNOW	NOT APPLI-CABLE
* Heating Oil	32-1	2	3	4	5	6	7	8	9	0
Electricity	33-1	2	3	4	5	6	7	8	9	0
Gasoline	34-1	2	3	4	5	6	7	8	9	0
Natural Gas	35-1	2	3	4	5	6	7	8	9	0

5-a) Are you in favour or opposed to the plan to increase gasoline prices in Canada to 75% of the world price? This means that within the next year you will pay 55 cents a litre for gasoline ($2.50 per gallon.)

In Favour 36-1
Opposed 2
Don't Know 3

-b) When gasoline prices are raised to 55 cents per litre will you and your family ... (READ LIST)

	YES	NO	DON'T KNOW
Drive A Lot Less?	37-1	2	3
Buy A Smaller Car When You Replace Your Present One?	38-1	2	3
Use Public Transportation More?	39-1	2	3

6. I am going to read some statements made about the energy situtation. I'd like to know, for each, whether you agree or disagree. (READ * STATEMENT) Do you agree or disagree? (CONTINUE DOWN LIST AND FROM TOP DOWN, UNTIL ALL HAVE BEEN READ.)

	AGREE	DISAGREE	NOT APPLICABLE
The "Energy Crisis" Was A Hoax	40-1	2	0
There Is No Real Need To Conserve Energy Because Technology Will Solve The Problem	41-1	2	0
It's Probaly Not That Difficult To Reduce The Amount Of Energy I Use	42-1	2	0
Soon Everyone Is Going To Have To Use Less Energy	43-1	2	0
It Is Useless For The Individual Consumer To Do Anything About Energy Conservation	44-1	2	0
Since We Have Plenty Of Gas And Oil There Is No Real Need To Conserve Energy	45-1	2	0
I Resent Utilities And Governments Asking Me To Save More Energy	46-1	2	0
If Canadian Don't Reduce The Amount Of Gas And Oil They Use, In A Few Years Ca ada Will Be Too Dependent On Foreign Oil Producers	47-1	2	0
Businesses Waste Far More Energy Than Consumers Do	48-1	2	0
Government And Business Should Be Doing The Energy Saving, Not Consumers	49-1	2	0
The Solution To The Energy Situation Will Mean That All Canadians Will Have To Change Their Lifestyles Quite A Bit	50-1	2	0
* Any Homeowner Who Spends Money On Home Insulation Is Making A Good Investment	51-1	2	0
The Oil Companies Have Profited Unfairly From The Energy Situation	52-1	2	0
The High Cost Of Energy Has Caused Me Severe Hardship	53-1	2	0

7. How important do you feel efforts by individuals to conserve energy can be? Do you feel these efforts would be very important, somewhat important, not too important or not important at all?

Very Important	54-1
Somewhat Important	2
Not Too Important	3
Not Important At All	4
DON'T KNOW	5
NOT APPLICABLE	6

8. I would like to read to you a few suggestions that people have made while discussing the energy situation. As I read each one, would you tell me whether you would support or not support the suggestion. (READ * STATEMENT) Would you support or not support it? (IF RESPONDENT QUALIFIES ANSWER BY SAYING WOULD SUPPORT IN A CRISIS, EXPLAIN EACH SUGGESTION REFERS TO PRESENT TIME.)

	AGREE	DISAGREE	NOT APPLICABLE
A Special Tax On Cars That Get Less Than 20 Miles To The Gallon	55-1	2	0
A Program That Requires All Homeowners To Pay $25 To Have Their House Rated For Energy Efficiency. A Certified Person Would Examine The House And Make Recommendations	56-1	2	0
A Tax On All Heating Fuels, Electricity And Gasoline To Encourage People To Conserve	57-1	2	0
Pricing Electricity So That The Cost Per Kilowatt Hours Becomes More Expensive The More You Use	58-1	2	0
Rationing The Amount Of Gasoline, Heating Oil And Electricity Each Person Can Use	59-1	2	0
Subsidies To Improve Public Transit To Encourage People To Leave Their Cars At Home	60-1	2	0
* A Requirement That All Homes, New And Old, Would Have To Be Insulated To A Certain Standard Before They Could Be Sold	61-1	2	0
A Government Program To Limit Energy Used For Leisure And Vacation Travel	62-1	2	0

9. Since the start of the energy situation a few years ago, some people have changed some things they do. I will now read to you a list of things people have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to <u>you</u>.

	YES	NO	NOT APPLICABLE
Keeping The Thermostat At A Lower Temperature Than A Few Years Ago	63-1	2	0
Turning Off Lights In Your Home More Often Than A Few Years Ago	64-1	2	0
Keeping The Hot Water Heater At A Lower Temperature Than A Few Years Ago	65-1	2	0
Using Less Hot Water Than A Few Years Ago	66-1	2	0
Making Improvements To The Insulation To Your House	67-1	2	0
Driving Less Than A Few Years Ago	68-1	2	0
Bought A Smaller Car Than The One You Had A Few Years Ago	69-1	2	0
* Having Your Car Serviced More Often Than A Few Years Ago	70-1	2	0
Using Public Transportation More Often Than A Few Years Ago	71-1	2	0

10-a) Now, could you please tell me "YES" or "NO" for the following statements as they apply to you? (READ OUT)

	YES	NO	NOT APPLICABLE
Have Your Furnace Serviced At Least Once A Year	12-1	2	0
Participate In A Car Pool/Sharing A Ride To Work With Others	13-1	2	0
Check The Tire Pressures On My Car At Least Once A Month	14-1	2	0
Had A Home Energy Audit Done-- This Involves Having A Certified Service Person Examine The House And Rate It For Energy Efficiency	15-1	2	0
Obtained Literature About How To Save Energy	16-1	2	0
Installed Weather Stripping And Caulking On Windows And Doors	17-1	2	0
* Installed Storm Windows And/Or Doors	18-1	2	0
Installed A Timer Controlled Thermostat	19-1	2	0
Often Talk With My Friends Or Neighbours About How To Save Energy	20-1	2	0

-b) Have you heard of the ENERSAVE Program?

YES ..... 21-1 ASK Q.10-c)

NO ..... 2 GO TO Q.10-d)

-c) Have you participated in the ENERSAVE Program or Not?

YES ..... 22-1 ASK Q. 10-d)

NO 2

-d) Have you heard of the Canadian Home Insulation Program, often called CHIP?

YES ..... 23-1 GO TO Q.10-e)

NO ..... 2 SKIP TO Q.11

-e) Have you received a grant under the CHIP Program?

YES 24-1

NO 2

ASK ALL

11. Could you tell me if the following statements are "TRUE" or "FALSE"?

	TRUE	FALSE	DON'T KNOW	NOT APPLICABLE
On Average, Canadian Use More Energy Than Any Other Country In The World	25-1	2	3	0
Canada Has To Import Oil To Meet The Country's Energy Needs	26-1	2	3	0
Canadians Pay About The Same For Their Energy As Consumers In Other Countries ...	27-1	2	3	0

12. Overall, do you think you are using more, about the same, or less (FIRST * PHRASE) this year as compared to last year?

	MORE	ABOUT THE SAME	LESS	DON'T KNOW	NOT APPLICABLE
Electricity	28-1	2	3	4	0
Home Heating Fuel	29-1	2	3	4	0
* Gasoline	30-1	2	3	4	0

13. Which of the following expenses are paid for directly, by you or someone in your household?

	YES	NO	DON'T KNOW	NOT APPLICABLE
a. Heating	31-1	2	3	0
b. Electricity	32-1	2	3	0

14-a) How is your home heated? By ... (IF TWO ANSWERS GIVEN, ASK FOR PRINCIPAL METHOD ONLY)?

Heating Oil	33-1	GO TO Q.14-e)
Electricity	2	GO TO Q.14-b)
Natural Gas	3	
Wood	4	
Other (PLEASE SPECIFY) _____	5	SKIP TO Q.15
DON'T KNOW	6	
NOT APPLICABLE	0	

-b) Have you recently switched from heating oil as a means of heating your present home?

YES	34-1	GO TO Q.14-c)
NO	2	SKIP TO Q.15
DON'T KNOW	3	

-c) Why did you switch from heating oil? (DO NOT READ)

Afraid of shortage of heating oil	35-1	GO TO Q. 14-d)
High cost of heating oil	2	
Electricity/natural gas pollutes less	3	
Other (WRITE IN) _____	4	
Received grant under Canada Oil Substitution Program	5	SKIP TO Q.15

-d) Did you receive a grant under the Canada Oil Substitution Program, often called COSP?

YES	36-1	SKIP TO Q.15
NO	2	

-e) In the last year have you seriously considered switching to natural gas, electricity or wood to heat your home?

YES	37-1	GO TO Q.14-f)
NO	2	
DON'T KNOW	3	

-f) Have you heard of the Canada Oil Substitution Program, often called COSP?

YES	38-1
NO	2

15. ASK ALL
At What temperature do you set your thermostat during the day? During the night? (IF MORE THAN ONE THERMOSTAT IN HOME, ASK FOR AVERAGE TEMPERATURE GENERALLY SET AT.)

	DURING THE DAY	DURING THE NIGHT
Under 60° F (Under 15° C)	39-1	40-1
60 to 63° F (15 to 17° C)	2	2
64 to 66° F (18 to 19° C)	3	3
67 to 69° F (About 20° C)	4	4
70 to 72° F (21 to 22° C)	5	5
Over 72° F (Over 22° C)	6	6
DON'T KNOW	7	7
NO THERMOSTAT	8	8

16-a) How many vehicles are owned, leased or usually kept at your home by the people in your household? (VEHICLES--LIGHT TRUCKS, VANS, CARS BUT NOT MOTORCYCLES)

ONE 41-1
TWO 2
THREE 3
FOUR OR MORE 4
NONE 9

-b) (ASK FOR A MAXIMUM OF THE THREE MOST RECENTLY ACQUIRED VEHICLES AND RECORD ANSWERS BELOW.)

Thinking about the (newest) vehicle kept at your home is it a car, station wagon, light truck, van or some other kind of vehicle?

How many cylinders does it have?

How many days per week is it driven to work or school or isn't it used for those kind of trips?

(IF DRIVEN TO WORK AND/OR SCHOOL:) And about how many miles per week is it driven for this/those kind(s) of trip?

-c) Now the second newest vehicle kept at your home; is it a car, station wagon, light truck, van or some other kind?

How many cylinders does it have?

How many days per week is it driven to work or school or isn't it used for those kind of trips?

(IF DRIVEN TO WORK AND/OR SCHOOL:) And about how many miles per week is it driven for this/those kind(s) of trip?

-d) Finally, the third newest vehicle kept at your home is it a car, station wagon, light truck, van or some other kind of vehicle?

How many cylinders does it have?

How many days per week is it driven to work or school or isn't it used for those kind of trips?

(IF DRIVEN TO WORK AND/OR SCHOOL:)) And about how many miles per week is it driven for this/those kind(s) of trip?

	17-b) NEWEST	17-c) SECOND NEWEST	17-d) THIRD NEWEST
TYPE OF VEHICLE:			
Car	42-1	46-1	50-1
Station Wagon	2	2	2
Light Truck	3	3	3
Van	4	4	4
Other	5	5	5
CYLINDERS:			
4	43-1	47-1	51-1
5	2	2	2
6	3	3	3
8	4	4	4
Other (Write In) _____	5	5	5
Don't Know	9	9	9
NUMBER OF DAYS:			
1	44-1	48-1	52-1
2	2	2	2
3	3	3	3
4	4	4	4
5	5	5	5
6	6	6	6
7	7	7	7
Not used for work or school trips	8	8	8
Don't Know	9	9	9
MILES DRIVEN:			
Less than 50 miles	45-1	49-1	53-1
50 - 99 miles	2	2	2
100 - 149 miles	3	3	3
150 - 199 miles	4	4	4
200 - 249 miles	5	5	5
250 and over	6	6	6
Don't Know	9	9	9

17-a) During the next 12 months are you planning to spend any money to improve the energy efficiency of your home or not?

Yes ..... 54-1 - GO TO Q.17-b)
No 2
Don't Know ..... 3 — SKIP TO Q.17-c)
Not Applicable 0

-b) About how much do you think you will be spending (READ LIST)

Under $100? 55-1
$100 - $500? 2
Over $500? ..... 3 — GO TO Q.17-c)
DO NOT READ — Don't Know 4

ASK ALL

-c) Do you think you are a wise user of energy in your home or not?

Yes 56-1
No 2
Don't Know 9
Not Applicable 0

BASIC DATA

Now, a few questions about you, to help us to classify your answers.

18. What is your present marital status?

Never Married (Single) 57-1
Now Married 2
Separated 3
Divorced 4
Widowed 5
Other (Specify) _____ 6
REFUSED 0

19-a) In which of the following age groups do you fall? (READ LIST)

Under 18 58-1
18 to 24 2
25 to 34 3
35 to 44 4
45 to 54 5
55 to 64 6
65 and over 7
REFUSED 0

-b) sex;

MALE 59-1
FEMALE 2

20. What is the highest level of education you have completed? (READ LIST)

No formal education 60-1
Elementary school 2
Secondary/Technical school 3
College/CEGEP 4
University 5
REFUSED 0

21. Are you currently:

Employed full-time	61-1
Employed part-time (less than 20 hours per week)	2
Unemployed	3
Retired	4
Homemaker	5
Student	6
REFUSED	0

22-a) What was the total income before taxes of all members of your household in 1981? I just need to record the grouping; I'm not interested in the exact income, so first tell me please whether it is $15,000 or more a year, or under $15,000 a year.

$15,000 OR MORE ..... □

-b) Is it $20,000 or more?

NO 62-1

YES ..... □

-c) Is it $25,000 or more?

NO 2

YES ..... □

-d) Is it $30,000 or more?

NO 3

YES ..... □

-e) Is it $40,000 or more?

NO 4

YES 5

UNDER $15,000 ..... □

Is it under $10,000?

NO 6

YES ..... □

Is it under $6,000?

NO 7

YES 8

REFUSED ... 0

GO TO Q.23

23-a) In the last twelve months, has your family income increased or decreased or has it stayed the same?

INCREASED ... 63-1 DECREASED .. 2 STAYED THE SAME .. 3 DON'T KNOW .. 4

-b) (IF HAS INCREASED OR DECREASED) By about what percentage has your family income (INCREASED/DECREASED) in the past twelve months?

Amount:	Less than 3%	64-1
	3 to 7%	2
	8 to 12%	3
	13 to 17%	4
	18 to 22%	5
	More than 22%	6
	DON'T KNOW	7

24. What type of home do you live in? (READ LIST)

Single detached house	65-1
Semi-detached or side-by-side double	2
Duplex, triplex, fourplex	3
Rowhouse or townhouse	4
Apartment or flat	5
Other (Please Specify) _____	6
REFUSED	0

25. Do you own or rent your home?

Onw/paying off the mortgage	66-1
Rent	2
REFUSED	0

26. Would you say your home is ...

Less than 5 years old	67-1
5 to 10 years old	2
11 to 20 years old	3
21 to 30 years old	4
31 to 50 years old	5
51 years of age and over	6
Don't know	9
REFUSED	0

27. What language do you use most often in your home?

French	68-1
English	2
Other	3
REFUSED	0

28-a) How many people usually live in your household?

69 1 2 3 4 5 6 7 8 9 or more

-b) And how many of these people have a full-time job outside the home?

70 1 2 3 4 5 6 7 8 9 or more

29. City:

Halifax	71-1
Quebec City	2
Montreal	3
Ottawa	4
Toronto	5
Winnipeg	6
Calgary	7
Vancouver	8

NAME OF RESPONDENT: _____ DATE: _____

"I hereby certify that this interview was conducted according to the questionnaire and instructions for this study and that the answers recorded are as given to me by this respondent.

I also realize that a proportion of my work will be checked back with the respondent for verification."

_____ _____

(INTERVIEWER'S SIGNATURE) (INTERVIEWER'S NAME - PLEASE PRINT)

APPENDIX II

THE SAMPLE

The following tables show the actual sample achieved, covering both the profile of the respondents and the utilisation of the telephone numbers selected.

1. Profiles

	Total Sample
	1659
	%
Marital Status:	
Never Married (Single)	27
Now Married	61
Separated	2
Divorced	4
Widowed	5
Other	1
Refused	1
Age:	
24 And Under	14
25 To 34	33
35 To 44	19
45 To 54	14
55 To 64	11
65 And Over	9
Refused	*

* = Less than 1%.

	%
Highest Level Of Education Completed:	
Elementary School	9
Secondary/Technical	49
College/C.E.G.E.P.	15
University	26
Refused	1
Sex:	
Male	49
Female	51
Employment:	
Employed Full-Time	62
Employed Part-Time (Less Than 20 Hours Per Week)	8
Unemployed	6
Retired	9
Homemaker	12
Student	2
Refused	1
Type Of House:	
Single Detached House	54
Semi-Detached Or Side-By-Side Double	5
Duplex, Triplex, Fourplex	8
Rowhouse Or Townhouse	4
Apartment Or Flat	26
Other	2
Refused	1

	%
Home Status:	
Own/Paying Off The Mortgage	59
Rent	40
Refused	1
Household Income:	
Under $10,000	5
$10,000 To $14,999	9
$15,000 To $24,999	26
$25,000 To $39,999	29
$40,000 And Over	15
Refused	16
Age Of Home:	
Less Than 11 Years Old	32
Between 11 And 20 Years Old	25
21 And Over	40
Don't Know/Refused	3
Language Used Most Often In Home:	
French	26
English	68
Other	5
Refused	1

	%
Number In Household:	
One	16
Two	30
Three	21
Four Or More	33
Numer In Household With A Full-Time Job:	
One	47
Two	33
Three Or More	7
None	13

2. Completions

The following table gives the result of using the one initial call/1 call-back procedure:

Total Telephone Numbers	6013	100%
Not In Service/Recording	427	7
No Ring	7	*
Busy	122	2
No Answer	1058	18
Answer	4399	73

Total Answer	4399	100%
Non-residential	84	2
Language Difficulty	296	7
Potential	4019	91

Total Potential	4019	100%
Completed Interview	1659	41
Selected Individual Not Available	380	10
Household Refusal	808	20
Selected Individual Refusal ...	1060	26
Selected Individual Break-Off .	112	3

* = Less then 1%

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PROBLEMS FACING PEOPLE IN CANADA (SUMMARY CODING) Q.1
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ENERGY ONLY	20	3	-	6	7	-	1	1	2	12	8	9	2	3	6
	1.2	1.5		3.0	3.3		.5	.5	1.0	1.5	1.0	1.2	.7	1.3	1.9
ENERGY AND OTHER	77	9	2	4	27	11	11	7	6	40	33	39	16	6	15
	4.6	4.5	1.0	2.0	12.7	5.4	5.3	3.1	2.9	5.0	4.0	5.0	5.1	2.5	4.6
OTHER NOT ENERGY	1529	183	202	184	173	190	191	214	192	735	772	716	289	219	298
	92.2	91.5	97.6	91.5	81.2	94.1	93.2	95.5	92.7	91.3	93.4	92.1	92.6	93.2	91.4
NONE	33	5	3	7	6	1	2	2	7	18	13	13	5	7	7
	2.0	2.5	1.4	3.5	2.8	.5	1.0	.9	3.4	2.2	1.6	1.7	1.6	3.0	2.1

PROBLEMS FACING PEOPLE IN CANADA (SUMMARY CODING) Q.1
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
ENERGY ONLY	20	9	1	10	-	12	2	1	2	3	-	-
	1.2	1.7	.2	1.5		1.4	2.4	.7	2.8	.7		
ENERGY AND OTHER	77	26	23	25	3	44	6	4	3	18	2	-
	4.6	4.9	5.5	3.8	5.3	4.9	7.3	2.9	4.3	4.2	6.7	
OTHER NOT ENERGY	1529	481	391	604	53	822	74	130	62	402	28	11
	92.2	91.3	93.1	92.2	93.0	91.5	90.3	94.2	88.6	93.5	93.3	100.0
NONE	33	11	5	16	1	20	-	3	3	7	-	-
	2.0	2.1	1.2	2.5	1.7	2.2		2.2	4.3	1.6		

0002 .

PROBLEMS FACING PEOPLE IN CANADA (SUMMARY CODING) Q.1
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEMENTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ENERGY ONLY	20	15	5	-	-	1	4	8	3	4	2	9	2	7	-
	1.2	1.5	.8			.7	1.0	1.7	1.2	1.5	1.3	1.1	.8	1.7	
ENERGY AND OTHER	77	49	27	1	4	4	18	21	19	11	13	30	11	21	2
	4.6	5.0	4.0	10.0	4.5	2.7	4.2	4.4	7.4	4.2	8.6	3.7	4.5	4.9	10.0
OTHER NOT ENERGY	1529	897	623	9	85	138	394	440	233	239	132	761	225	395	16
	92.2	91.5	93.3	90.0	94.4	95.2	92.9	91.8	91.0	90.2	86.8	93.1	92.6	92.5	80.0
NONE	33	20	13	-	1	2	8	10	1	11	5	17	5	4	2
	2.0	2.0	1.9		1.1	1.4	1.9	2.1	.4	4.1	3.3	2.1	2.1	.9	10.0

PROBLEMS FACING PEOPLE IN CANADA (SUMMARY CODING) Q.1
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
ENERGY ONLY	20	5	14	1	6	8	4	2	-	9	10	1	-	-
	1.2	1.6	1.1	1.4	2.2	1.5	.7	.8		1.0	1.6	1.0		
ENERGY AND OTHER	77	17	55	5	21	28	19	8	1	46	26	2	1	2
	4.6	5.3	4.4	6.8	7.8	5.1	3.5	3.2	2.0	5.0	4.1	2.1	6.3	18.2
OTHER NOT ENERGY	1529	294	1168	67	239	496	512	234	48	838	581	87	14	9
	92.2	91.6	92.4	90.5	89.2	91.2	93.4	94.4	94.1	92.1	92.7	91.6	87.5	81.8
NONE	33	5	27	1	2	12	13	4	2	17	10	5	1	-
	2.0	1.5	2.1	1.3	.8	2.2	2.4	1.6	3.9	1.9	1.6	5.3	6.2	

0004

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
INFLATION															
VERY SERIOUSLY	1159	155	125	107	152	146	150	168	156	520	620	519	225	161	246
	69.9	77.5	60.4	53.2	71.4	72.3	73.2	75.0	75.4	64.6	75.1	66.8	72.1	68.5	75.5
SOMEWHAT SERIOUSLY	424	36	80	82	53	44	41	45	43	239	176	219	76	63	65
	25.5	18.0	38.6	40.8	24.9	21.8	20.0	20.1	20.8	29.7	21.3	28.2	24.4	26.8	19.9
NOT TOO SERIOUSLY	61	7	2	12	7	9	10	6	8	35	26	33	10	7	11
	3.7	3.5	1.0	6.0	3.3	4.4	4.9	2.7	3.8	4.3	3.1	4.2	3.2	3.0	3.4
NOT SERIOUSLY AT ALL	8	1	-	-	1	1	1	4	-	8	-	4	-	2	2
	.5	.5			.4	.5	.5	1.8		1.0		.5		.9	.6
DON'T KNOW/NOT APPLICABLE	7	1	-	-	-	2	3	1	-	3	4	2	1	2	2
	.4	.5				1.0	1.4	.4		.4	.5	.3	.3	.8	.6
** MEAN	3.65	3.73	3.59	3.47	3.67	3.68	3.68	3.69	3.71	3.58	3.72	3.62	3.69	3.64	3.71
** STANDARD DEVIATION	.60	.56	.53	.62	.56	.55	.60	.61	.56	.65	.53	.57	.53	.60	.57
** STANDARD ERROR	.01	.04	.03	.04	.03	.03	.04	.04	.03	.02	.01	.02	.03	.04	.03

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0005

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
INFLATION												
VERY SERIOUSLY	1159	369	292	455	43	636	65	88	48	299	16	7
	69.9	70.0	69.5	69.5	75.4	70.8	79.3	63.8	68.6	69.6	53.4	63.6
SOMEWHAT SERIOUSLY	424	135	110	166	13	217	15	45	18	113	12	4
	25.5	25.6	26.2	25.3	22.8	24.2	18.3	32.6	25.7	26.3	40.0	36.4
NOT TOO SERIOUSLY	61	17	15	28	1	37	1	5	4	13	1	-
	3.7	3.2	3.6	4.3	1.8	4.1	1.2	3.6	5.7	3.0	3.3	
NOT SERIOUSLY AT ALL	8	3	1	4	-	6	1	-	-	1	-	-
	.5	.6	.2	.6		.7	1.2			.2		
DON'T KNOW/NOT APPLICABLE	7	3	2	2	-	2	-	-	-	4	1	-
	.4	.6	.5	.3		.2				.9	3.3	
** MEAN	3.65	3.66	3.66	3.64	3.74	3.66	3.76	3.60	3.63	3.67	3.52	3.64
** STANDARD DEVIATION	.60	.57	.54	.60	.45	.55	.50	.56	.58	.52	.54	.45
** STANDARD ERROR	.01	.02	.02	.02	.06	.01	.05	.04	.06	.02	.10	.13

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEMENTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
INFLATION															
VERY SERIOUSLY	1159	688	463	8	62	103	285	338	178	193	100	578	164	302	15
	69.9	70.1	69.3	80.0	68.9	71.0	67.2	70.6	69.5	72.8	65.8	70.8	67.5	70.7	75.0
SOMEWHAT SERIOUSLY	424	245	177	2	21	39	123	120	62	59	44	204	69	103	4
	25.5	25.0	26.5	20.0	23.3	26.9	29.0	25.0	24.2	22.3	28.9	25.0	28.4	24.1	20.0
NOT TOO SERIOUSLY	61	40	21	-	7	2	8	19	13	12	5	28	8	19	1
	3.7	4.1	3.2		7.8	1.4	1.9	4.0	5.1	4.5	3.3	3.4	3.3	4.5	5.0
NOT SERIOUSLY AT ALL	8	5	3	-	-	-	4	2	2	-	-	5	2	1	-
	.5	.5	.4				1.0	.4	.8			.6	.8	.2	
DON'T KNOW/NOT APPLICABLE	7	3	4	-	-	1	4	-	1	1	3	2	-	2	-
	.4	.3	.6			.7	.9		.4	.4	2.0	.2		.5	
** MEAN	3.65	3.65	3.66	3.80	3.61	3.70	3.64	3.66	3.63	3.69	3.64	3.66	3.63	3.66	3.70
** STANDARD DEVIATION	.60	.59	.53	.40	.63	.49	.57	.55	.62	.52	.52	.58	.56	.57	.55
** STANDARD ERROR	.01	.02	.02	.12	.06	.04	.02	.02	.03	.03	.04	.02	.03	.02	.12

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

CONSUMER CONTACT - STUDY #363-82

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
INFLATION														
VERY SERIOUSLY	1159	202	914	43	213	381	368	156	41	677	407	56	9	10
	69.9	62.9	72.3	58.1	79.5	70.0	67.1	62.9	80.4	74.4	64.9	58.9	56.3	90.9
SOMEWHAT SERIOUSLY	424	93	304	27	47	150	155	67	5	193	194	31	5	1
	25.5	29.0	24.1	36.5	17.5	27.6	28.3	27.0	9.8	21.2	30.9	32.6	31.3	9.1
NOT TOO SERIOUSLY	61	22	36	3	8	10	23	16	4	32	23	5	1	-
	3.7	6.9	2.8	4.1	3.0	1.8	4.2	6.5	7.8	3.5	3.7	5.3	6.2	
NOT SERIOUSLY AT ALL	8	2	6	-	-	1	-	7	-	3	2	2	1	-
	.5	.6	.5			.2		2.8		.3	.3	2.1	6.2	
DON'T KNOW/NOT APPLICABLE	7	2	4	1	-	2	2	2	1	5	1	1	-	-
	.4	.6	.3	1.3		.4	.4	.8	2.0	.6	.2	1.1		
** MEAN	3.65	3.55	3.69	3.55	3.76	3.68	3.63	3.51	3.74	3.71	3.61	3.50	3.38	3.91
** STANDARD DEVIATION	.60	.65	.52	.56	.52	.52	.57	.75	.59	.51	.55	.69	.83	.27
** STANDARD ERROR	.01	.03	.01	.06	.03	.02	.02	.04	.08	.01	.02	.07	.20	.08

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0008

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
COST OF ENERGY															
VERY SERIOUSLY	736	136	80	68	100	86	93	81	92	323	398	285	129	126	188
	44.4	68.0	38.6	33.8	46.9	42.6	45.4	36.2	44.5	40.1	48.2	36.7	41.4	53.6	57.7
SOMEWHAT SERIOUSLY	627	38	103	99	84	66	63	87	87	296	321	324	128	76	99
	37.8	19.0	49.8	49.3	39.4	32.7	30.7	38.8	42.0	36.8	38.9	41.7	41.0	32.3	30.4
NOT TOO SERIOUSLY	252	22	24	29	27	38	40	47	25	159	90	142	50	29	30
	15.2	11.0	11.6	14.4	12.7	18.8	19.5	21.0	12.1	19.8	10.9	18.3	16.0	12.3	9.2
NOT SERIOUSLY AT ALL	25	3	-	1	1	6	6	8	-	17	8	13	4	2	6
	1.5	1.5		.5	.5	3.0	2.9	3.6		2.1	.9	1.7	1.3	.9	1.8
DON'T KNOW/NOT APPLICABLE	19	1	-	4	1	6	3	1	3	10	9	13	1	2	3
	1.1	.5		2.0	.5	2.9	1.5	.4	1.4	1.2	1.1	1.6	.3	.9	.9
** MEAN	3.26	3.54	3.27	3.19	3.33	3.18	3.20	3.08	3.33	3.16	3.36	3.15	3.23	3.40	3.45
** STANDARD DEVIATION	.78	.76	.65	.68	.73	.86	.86	.84	.67	.82	.70	.78	.75	.73	.74
** STANDARD ERROR	.02	.05	.04	.04	.05	.06	.06	.05	.04	.03	.02	.02	.04	.04	.04

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0009

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YPS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	139	70	430	30	11
COST OF ENERGY												
VERY SERIOUSLY	736 44.4	214 40.6	181 43.1	309 47.2	32 56.1	419 46.7	39 47.6	47 34.1	34 48.6	182 42.3	10 33.3	5 45.4
SOMEWHAT SERIOUSLY	627 37.8	206 39.1	165 39.3	239 36.5	17 29.8	321 35.7	33 40.2	71 51.4	17 24.3	165 38.4	17 56.7	3 27.3
NOT TOO SERIOUSLY	252 15.2	89 16.9	63 15.0	94 14.3	6 10.5	137 15.3	9 11.0	19 13.8	16 22.9	65 15.1	3 10.0	3 27.3
NOT SERIOUSLY AT ALL	25 1.5	11 2.1	7 1.7	6 .9	1 1.8	16 1.8	1 1.2	1 .7	2 2.8	5 1.2	-	-
DON'T KNOW/NOT APPLICABLE	19 1.1	7 1.3	4 .9	7 1.1	1 1.8	5 .5	-	-	1 1.4	13 3.0	-	-
** MEAN	3.26	3.20	3.25	3.31	3.43	3.28	3.34	3.19	3.20	3.26	3.23	3.18
** STANDARD DEVIATION	.78	.78	.76	.76	.74	.78	.72	.67	.90	.74	.63	.84
** STANDARD ERROR	.02	.03	.03	.03	.09	.02	.08	.05	.10	.03	.11	.25

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0010

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
COST OF ENERGY															
VERY SERIOUSLY	736	455	277	4	41	72	192	188	107	136	94	403	87	139	13
	44.4	46.4	41.5	40.0	45.6	49.6	45.3	39.3	41.8	51.3	61.8	49.3	35.8	32.5	65.0
SOMEWHAT SERIOUSLY	627	358	266	3	34	52	163	199	87	92	39	287	108	187	6
	37.8	36.5	39.8	30.0	37.8	35.9	38.4	41.6	34.0	34.7	25.7	35.1	44.4	43.8	30.0
NOT TOO SERIOUSLY	252	145	104	3	13	18	57	82	52	30	15	109	40	87	1
	15.2	14.8	15.6	30.0	14.4	12.4	13.4	17.1	20.3	11.3	9.9	13.4	16.5	20.4	5.0
NOT SERIOUSLY AT ALL	25	17	8	-	1	2	7	5	9	1	1	8	7	9	-
	1.5	1.7	1.2		1.1	1.4	1.7	1.0	3.5	.4	.6	1.0	2.9	2.1	
DON'T KNOW/NOT APPLICABLE	19	6	13	-	1	1	5	5	1	6	3	10	1	5	-
	1.1	.6	1.9		1.1	.7	1.2	1.0	.4	2.3	2.0	1.2	.4	1.2	
** MEAN	3.26	3.28	3.24	3.10	3.29	3.35	3.29	3.20	3.15	3.40	3.52	3.34	3.14	3.08	3.60
** STANDARD DEVIATION	.78	.79	.75	.83	.76	.73	.75	.76	.84	.71	.68	.76	.77	.78	.58
** STANDARD ERROR	.02	.02	.03	.26	.08	.06	.03	.03	.05	.04	.05	.02	.05	.03	.13

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0011

CO[illegible]ER CONTACT - STUDY #363-82

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
COST OF ENERGY														
VERY SERIOUSLY	736	93	610	33	178	259	190	86	23	445	246	30	9	6
	44.4	29.0	48.3	44.6	66.4	47.6	34.7	34.7	45.1	48.9	39.3	31.6	56.3	54.5
SOMEWHAT SERIOUSLY	627	132	464	31	68	233	232	79	15	319	262	41	2	3
	37.8	41.1	36.7	41.9	25.4	42.8	42.3	31.9	29.4	35.1	41.8	43.2	12.5	27.3
NOT TOO SERIOUSLY	252	73	169	10	16	46	120	62	8	123	103	21	4	1
	15.2	22.7	13.4	13.5	6.0	8.5	21.9	25.0	15.7	13.5	16.4	22.1	25.0	9.1
NOT SERIOUSLY AT ALL	25	17	8	-	3	1	3	17	1	14	7	3	1	-
	1.5	5.3	.6		1.1	.2	.6	6.8	2.0	1.5	1.1	3.1	6.2	
DON'T KNOW/NOT APPLICABLE	19	6	13	-	3	5	3	4	4	9	9	-	-	1
	1.1	1.9	1.0		1.1	.9	.5	1.6	7.8	1.0	1.4			9.1
** MEAN	3.26	2.96	3.34	3.31	3.59	3.39	3.12	2.96	3.28	3.33	3.21	3.03	3.19	3.50
** STANDARD DEVIATION	.78	.84	.72	.69	.64	.65	.74	.93	.80	.74	.74	.81	1.00	.67
** STANDARD ERROR	.02	.04	.02	.08	.04	.02	.03	.06	.11	.02	.03	.08	.25	.21

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0012

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA -NTO		WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
UNEMPLOYMENT															
VERY SERIOUSLY	1291	175	170	141	129	160	173	176	167	595	675	588	248	182	265
	77.8	87.5	82.1	70.1	60.6	79.2	84.4	78.6	80.7	73.9	81.7	75.7	79.5	77.5	81.3
SOMEWHAT SERIOUSLY	293	22	36	48	60	31	25	37	34	161	126	155	48	48	41
	17.7	11.0	17.4	23.9	28.2	15.3	12.2	16.5	16.4	20.0	15.3	20.0	15.4	20.4	12.6
NOT TOO SERIOUSLY	58	2	1	8	21	7	5	9	5	39	18	28	13	4	13
	3.5	1.0	.5	4.0	9.8	3.5	2.4	4.0	2.4	4.8	2.2	3.6	4.2	1.7	4.0
NOT SERIOUSLY AT ALL	12	-	-	2	3	4	2	1	-	7	5	5	3	1	3
	.7			1.0	1.4	2.0	1.0	.5		.9	.6	.6	.9	.4	.9
DON'T KNOW/NOT APPLICABLE	5	1	-	2	-	-	-	1	1	3	2	1	-	-	4
	.3	.5		1.0				.4	.5	.4	.2	.1			1.2
** MEAN	3.73	3.87	3.82	3.65	3.48	3.72	3.80	3.74	3.79	3.68	3.79	3.71	3.73	3.75	3.76
** STANDARD DEVIATION	.56	.35	.36	.59	.72	.61	.51	.54	.43	.58	.46	.55	.60	.48	.58
** STANDARD ERROR	.01	.02	.02	.04	.05	.04	.03	.03	.03	.02	.01	.02	.03	.03	.03

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0013

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	893	82	138	70	430	30	11
UNEMPLOYMENT												
VERY SERIOUSLY	1291	407	323	518	43	713	66	95	51	335	22	9
	77.8	77.2	76.9	79.1	75.4	79.4	80.5	68.9	72.9	77.9	73.4	81.8
SOMEWHAT SERIOUSLY	293	97	77	109	10	145	11	35	14	79	7	2
	17.7	18.4	18.3	16.6	17.5	16.2	13.4	25.4	20.0	18.4	23.3	18.2
NOT TOO SERIOUSLY	58	19	15	21	3	30	5	6	4	12	1	-
	3.5	3.6	3.6	3.2	5.3	3.3	6.1	4.3	5.7	2.8	3.3	
NOT SERIOUSLY AT ALL	12	3	3	5	1	6	-	1	1	4	-	-
	.7	.6	.7	.8	1.8	.7		.7	1.4	.9		
DON'T KNOW/NOT APPLICABLE	5	1	2	2	-	4	-	1	-	-	-	-
	.3	.2	.5	.3		.4		.7				
** MEAN[6]	3.73	3.73	3.72	3.75	3.67	3.75	3.74	3.64	3.64	3.73	3.70	3.82
** STANDARD DEVIATION	.56	.52	.57	.51	.63	.54	.58	.57	.67	.57	.52	.36
** STANDARD ERROR	.01	.02	.02	.02	.08	.01	.06	.04	.08	.02	.09	.11

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
UNEMPLOYMENT															
VERY SERIOUSLY	1291	777	505	9	76	117	330	376	190	202	115	645	192	321	18
	77.8	79.2	75.6	90.0	84.5	80.7	77.9	78.5	74.2	76.2	75.7	79.0	79.0	75.2	90.0
SOMEWHAT SERIOUSLY	293	155	137	1	9	24	79	83	49	49	27	140	39	86	1
	17.7	15.8	20.5	10.0	10.0	16.5	18.6	17.3	19.1	18.5	17.8	17.1	16.1	20.1	5.0
NOT TOO SERIOUSLY	58	37	21	-	3	3	11	18	12	11	6	25	10	17	-
	3.5	3.8	3.2		3.3	2.1	2.6	3.8	4.7	4.2	3.9	3.1	4.1	4.0	
NOT SERIOUSLY AT ALL	12	7	5	-	-	1	3	2	5	1	2	6	2	2	-
	.7	.7	.7			.7	.7	.4	2.0	.4	1.3	.7	.8	.5	
DON'T KNOW/NOT APPLICABLE	5	5	-	-	2	-	1	-	-	2	2	1	-	1	1
	.3	.5			2.2		.2			.7	1.3	.1		.2	5.0
** MEAN	3.73	3.74	3.71	3.90	3.83	3.77	3.74	3.74	3.66	3.72	3.70	3.75	3.73	3.70	3.95
** STANDARD DEVIATION	.56	.58	.55	.30	.45	.52	.53	.53	.63	.54	.60	.50	.58	.58	.17
** STANDARD ERROR	.01	.01	.02	.09	.04	.04	.02	.02	.04	.03	.05	.01	.03	.02	.03

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0015

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
UNEMPLOYMENT														
VERY SERIOUSLY	1291	253	984	54	231	420	426	174	40	714	486	73	10	8
	77.8	78.8	77.9	73.0	86.2	77.2	77.7	70.2	78.4	78.5	77.5	76.9	62.5	72.7
SOMEWHAT SERIOUSLY	293	50	229	14	28	109	100	51	5	159	113	16	3	2
	17.7	15.6	18.1	18.9	10.5	20.0	18.3	20.6	9.8	17.5	18.0	16.8	18.8	18.2
NOT TOO SERIOUSLY	58	13	41	4	6	12	19	15	6	31	20	4	2	1
	3.5	4.1	3.2	5.4	2.2	2.2	3.5	6.0	11.8	3.4	3.2	4.2	12.5	9.1
NOT SERIOUSLY AT ALL	12	4	8	-	-	1	3	8	-	4	5	2	1	-
	.7	1.2	.6			.2	.5	3.2		.4	.8	2.1	6.2	
DON'T KNOW/NOT APPLICABLE	5	1	2	2	3	2	-	-	-	2	3	-	-	-
	.3	.3	.2	2.7	1.1	.4				.2	.5			
** MEAN	3.73	3.73	3.73	3.69	3.85	3.75	3.73	3.58	3.67	3.74	3.73	3.58	3.38	3.64
** STANDARD DEVIATION	.56	.56	.57	.59	.40	.48	.55	.73	.65	.55	.56	.67	.90	.62
** STANDARD ERROR	.01	.03	.01	.07	.02	.02	.02	.04	.09	.01	.02	.06	.22	.18

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA -NTO		WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
POLLUTION															
VERY SERIOUSLY	469	53	63	55	60	71	55	57	55	198	259	205	75	69	116
	28.3	26.5	30.4	27.4	28.2	35.1	26.8	25.4	26.6	24.6	31.4	26.4	24.0	29.4	35.6
SOMEWHAT SERIOUSLY	655	86	90	84	80	72	83	76	84	277	368	323	128	91	111
	39.5	43.0	43.5	41.8	37.5	35.6	40.5	33.9	40.6	34.4	44.6	41.6	41.0	38.7	34.0
NOT TOO SERIOUSLY	428	51	48	56	60	44	52	62	55	264	159	212	84	57	73
	25.8	25.5	23.2	27.8	28.2	21.8	25.4	27.7	26.5	32.8	19.2	27.3	26.9	24.3	22.4
NOT SERIOUSLY AT ALL	71	7	4	4	9	8	12	21	6	45	25	27	17	10	17
	4.3	3.5	1.9	2.0	4.2	4.0	5.8	9.4	2.9	5.6	3.0	3.4	5.5	4.2	5.2
DON'T KNOW/NOT APPLICABLE	36	3	2	2	4	7	3	8	7	21	15	10	8	8	9
	2.1	1.5	1.0	1.0	1.9	3.5	1.5	3.6	3.4	2.6	1.8	1.3	2.6	3.4	2.8
** MEAN	2.94	2.94	3.03	2.95	2.91	3.06	2.90	2.78	2.94	2.80	3.06	2.92	2.86	2.96	3.03
** STANDARD DEVIATION	.84	.81	.80	.81	.87	.85	.85	.95	.81	.88	.80	.82	.84	.87	.89
** STANDARD ERROR	.02	.05	.05	.05	.06	.06	.06	.06	.05	.03	.02	.03	.04	.05	.05

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
POLLUTION												
VERY SERIOUSLY	469	138	109	200	22	250	25	31	17	135	7	4
	28.3	26.2	26.0	30.5	38.6	27.8	30.5	22.5	24.3	31.4	23.4	36.4
SOMEWHAT SERIOUSLY	655	203	179	254	19	340	35	59	26	176	14	5
	39.5	38.5	42.6	38.8	33.3	37.9	42.7	42.8	37.1	40.9	46.7	45.4
NOT TOO SERIOUSLY	428	149	109	157	13	244	18	42	23	92	7	2
	25.8	28.3	25.9	24.0	22.8	27.2	21.9	30.4	32.9	21.4	23.3	18.2
NOT SERIOUSLY AT ALL	71	27	15	27	2	42	-	4	3	21	1	-
	4.3	5.1	3.6	4.1	3.5	4.7		2.9	4.3	4.9	3.3	
DON'T KNOW/NOT APPLICABLE	36	10	8	17	1	22	4	2	1	6	1	-
	2.1	1.9	1.9	2.6	1.8	2.4	4.9	1.4	1.4	1.4	3.3	
## MEAN	2.94	2.87	2.93	2.98	3.09	2.91	3.09	2.86	2.83	3.00	2.93	3.18
## STANDARD DEVIATION	.84	.87	.80	.86	.86	.86	.73	.79	.83	.86	.78	.72
## STANDARD ERROR	.02	.03	.04	.03	.11	.03	.08	.06	.10	.04	.14	.21

'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DAR(	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
POLLUTION															
VERY SERIOUSLY	469	271	192	6	34	55	104	133	66	77	52	212	77	120	8
	28.3	27.6	28.8	60.0	37.8	37.9	24.5	27.8	25.8	29.1	34.2	26.0	31.7	28.1	40.0
SOMEWHAT SERIOUSLY	655	375	278	2	35	60	175	184	91	110	48	332	97	172	6
	39.5	38.2	41.6	20.0	38.9	41.4	41.3	38.4	35.6	41.5	31.6	40.6	39.9	40.3	30.0
NOT TOO SERIOUSLY	428	263	163	2	14	23	120	136	74	61	39	218	61	105	5
	25.8	26.8	24.4	20.0	15.6	15.9	28.3	28.4	28.9	23.0	25.6	26.7	25.1	24.6	25.0
NOT SERIOUSLY AT ALL	71	46	25	-	4	3	18	18	19	9	8	33	4	26	-
	4.3	4.7	3.7		4.4	2.1	4.2	3.7	7.4	3.4	5.3	4.0	1.7	6.1	
DON'T KNOW/NOT APPLICABLE	36	26	10	-	3	4	7	8	6	8	5	22	4	4	1
	2.1	2.7	1.5		3.3	2.7	1.7	1.7	2.3	3.0	3.3	2.7	1.6	.9	5.0
** MEAN	2.94	2.91	2.97	3.40	3.14	3.16	2.88	2.92	2.82	2.99	2.98	2.91	3.03	2.91	3.16
** STANDARD DEVIATION	.84	.86	.82	.80	.83	.79	.81	.83	.89	.83	.91	.83	.81	.88	.80
** STANDARD ERROR	.02	.02	.03	.25	.09	.06	.04	.03	.05	.05	.07	.03	.05	.04	.18

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

CU[illegible]MER CONTACT - STUDY #363-82

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
POLLUTION														
VERY SERIOUSLY	469 28.3	86 26.8	356 28.2	27 36.5	120 44.8	161 29.6	126 23.0	47 19.0	15 29.4	315 34.6	125 19.9	22 23.2	5 31.3	2 18.2
SOMEWHAT SERIOUSLY	655 39.5	120 37.4	506 40.0	29 39.2	97 36.2	270 49.6	189 34.5	77 31.1	22 43.2	336 36.9	277 44.2	37 38.9	2 12.5	3 27.3
NOT TOO SERIOUSLY	428 25.8	93 29.0	321 25.4	14 18.9	45 16.8	99 18.2	201 36.7	76 30.6	7 13.7	209 23.0	181 28.9	27 28.4	6 37.5	5 45.4
NOT SERIOUSLY AT ALL	71 4.3	17 5.3	51 4.0	3 4.1	3 1.1	6 1.1	25 4.5	35 14.1	2 3.9	32 3.5	28 4.5	7 7.4	3 18.7	1 9.1
DON'T KNOW/NOT APPLICABLE	36 2.1	5 1.5	30 2.4	1 1.3	3 1.1	8 1.5	7 1.3	13 5.2	5 9.8	18 2.0	16 2.5	2 2.1	-	-
## MEAN	2.94	2.87	2.95	3.10	3.26	3.09	2.77	2.58	3.09	3.05	2.82	2.80	2.56	2.55
## STANDARD DEVIATION	.84	.87	.82	.83	.77	.73	.85	.96	.79	.84	.79	.87	1.12	.87
## STANDARD ERROR	.02	.04	.02	.09	.04	.03	.03	.06	.11	.02	.03	.09	.28	.26

'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0020

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ENERGY SHORTAGE															
VERY SERIOUSLY	268	30	35	56	44	23	25	22	33	117	145	125	34	37	71
	16.2	15.0	16.9	27.8	20.7	11.4	12.2	9.8	16.0	14.5	17.6	16.1	10.9	15.8	21.8
SOMEWHAT SERIOUSLY	544	54	107	85	67	65	57	59	50	214	319	291	95	78	79
	32.8	27.0	51.7	42.3	31.5	32.2	27.8	26.3	24.2	26.6	38.6	37.5	30.4	33.2	24.2
NOT TOO SERIOUSLY	548	74	58	48	66	76	70	75	81	293	245	242	116	75	109
	33.0	37.0	28.0	23.9	31.0	37.6	34.1	33.5	39.1	36.4	29.7	31.1	37.2	31.9	33.4
NOT SERIOUSLY AT ALL	248	36	5	10	31	32	43	58	33	165	82	98	57	37	55
	14.9	18.0	2.4	5.0	14.5	15.8	21.0	25.9	15.9	20.5	9.9	12.6	18.3	15.7	16.9
DON'T KNOW/NOT APPLICABLE	51	6	2	2	5	6	10	10	10	16	35	21	10	8	12
	3.1	3.0	1.0	1.0	2.3	3.0	4.9	4.5	4.8	2.0	4.2	2.7	3.2	3.4	3.7
## MEAN	2.52	2.40	2.84	2.94	2.60	2.40	2.33	2.21	2.42	2.36	2.67	2.59	2.35	2.51	2.53
## STANDARD DEVIATION	.93	.96	.72	.84	.97	.90	.95	.95	.95	.96	.88	.90	.91	.94	1.02
## STANDARD ERROR	.02	.06	.05	.06	.06	.06	.06	.06	.06	.03	.03	.03	.05	.06	.05

'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	78	430	30	11
ENERGY SHORTAGE												
VERY SERIOUSLY	268	82	69	104	13	130	10	28	11	83	6	-
	16.2	15.6	16.4	15.9	22.8	14.5	12.2	20.3	15.7	19.3	20.0	
SOMEWHAT SERIOUSLY	544	166	151	211	16	269	33	61	20	148	8	5
	32.8	31.5	36.0	32.2	28.1	30.0	40.2	44.2	28.6	34.4	26.7	45.4
NOT TOO SERIOUSLY	548	173	138	219	18	313	24	38	24	139	7	3
	33.0	32.8	32.9	33.4	31.6	34.8	29.3	27.5	34.3	32.3	23.3	27.3
NOT SERIOUSLY AT ALL	248	86	56	97	9	155	11	10	13	49	8	2
	14.9	16.3	13.3	14.8	15.8	17.3	13.4	7.3	18.6	11.4	26.7	18.2
DON'T KNOW/NOT APPLICABLE	51	20	6	24	1	31	4	1	2	11	1	1
	3.1	3.8	1.4	3.7	1.7	3.4	4.9	.7	2.8	2.6	3.3	9.1
** MEAN	2.52	2.48	2.56	2.51	2.59	2.43	2.54	2.78	2.43	2.63	2.41	2.30
** STANDARD DEVIATION	.93	.95	.92	.94	1.01	.95	.88	.85	.96	.93	1.10	.78
** STANDARD ERROR	.02	.04	.04	.03	.13	.03	.10	.07	.11	.04	.20	.24

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ENERGY SHORTAGE															
VERY SERIOUSLY	268	138	129	1	20	30	72	73	27	46	37	138	35	54	4
	16.2	14.1	19.3	10.0	22.2	20.7	17.0	15.3	10.5	17.4	24.3	16.9	14.4	12.6	20.0
SOMEWHAT SERIOUSLY	544	301	240	3	37	58	155	137	78	79	38	273	80	149	4
	32.8	30.7	35.9	30.0	41.1	40.0	36.6	28.6	30.5	29.8	25.0	33.4	32.9	34.9	20.0
NOT TOO SERIOUSLY	548	336	209	3	21	39	132	175	90	91	46	253	88	151	10
	33.0	34.2	31.3	30.0	23.3	26.9	31.1	36.5	35.2	34.3	30.3	31.0	36.2	35.4	50.0
NOT SERIOUSLY AT ALL	248	172	74	2	7	12	53	81	55	40	24	124	32	66	2
	14.9	17.5	11.1	20.0	7.8	8.3	12.5	16.9	21.5	15.1	15.8	15.2	13.2	15.5	10.0
DON'T KNOW/NOT APPLICABLE	51	34	16	1	5	6	12	13	6	9	7	29	8	7	-
	3.1	3.5	2.4	10.0	5.6	4.1	2.8	2.7	2.3	3.4	4.6	3.5	3.3	1.6	
** MEAN	2.52	2.43	2.65	2.33	2.82	2.76	2.60	2.43	2.31	2.51	2.61	2.54	2.50	2.45	2.50
** STANDARD DEVIATION	.93	.94	.92	.95	.89	.89	.91	.96	.92	.96	1.03	.95	.91	.91	.92
** STANDARD ERROR	.02	.03	.03	.31	.09	.07	.04	.04	.05	.06	.08	.03	.05	.04	.20

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0023

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	918	627	95	16	11
ENERGY SHORTAGE														
VERY SERIOUSLY	268	39	217	12	268	-	-	-	-	164	85	13	3	3
	16.2	12.2	17.2	16.2	100.0					18.0	13.6	13.7	18.8	27.2
SOMEWHAT SERIOUSLY	544	93	428	23	-	544	-	-	-	295	211	35	1	2
	32.8	29.0	33.9	31.1		100.0				32.4	33.6	36.9	6.3	18.2
NOT TOO SERIOUSLY	548	117	409	22	-	-	548	-	-	292	222	27	5	2
	33.0	36.4	32.3	29.7			100.0			32.1	35.4	28.4	31.2	18.2
NOT SERIOUSLY AT ALL	248	63	171	14	-	-	-	248	-	130	91	18	7	2
	14.9	19.6	13.5	18.9				100.0		14.3	14.5	18.9	43.7	18.2
DON'T KNOW/NOT APPLICABLE	51	9	39	3	-	-	-	-	51	29	18	2	-	2
	3.1	2.8	3.1	4.1					100.0	3.2	2.9	2.1		18.2
** MEAN	2.52	2.35	2.56	2.46	4.00	3.00	2.00	1.00	-	2.56	2.48	2.46	2.00	2.67
** STANDARD DEVIATION	.93	.92	.94	1.00	-	-	-	-	-	.95	.89	.96	1.11	1.14
** STANDARD ERROR	.02	.05	.02	.11	-	-	-	-	-	.03	.03	.10	.27	.38

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
INTEREST RATES															
VERY SERIOUSLY	1263	170	147	123	151	156	165	183	168	595	647	588	234	183	251
	76.1	85.0	71.0	61.2	70.9	77.2	80.5	81.7	81.2	73.9	78.3	75.7	75.0	77.9	77.0
SOMEWHAT SERIOUSLY	306	23	53	64	44	35	25	30	32	155	145	154	56	39	55
	18.5	11.5	25.6	31.8	20.6	17.3	12.2	13.4	15.5	19.3	17.6	19.8	17.9	16.6	16.9
NOT TOO SERIOUSLY	60	3	7	11	14	5	9	8	3	36	23	25	15	9	11
	3.6	1.5	3.4	5.5	6.6	2.5	4.4	3.6	1.4	4.5	2.8	3.2	4.8	3.8	3.4
NOT SERIOUSLY AT ALL	11	3	-	1	3	1	2	1	-	10	1	5	3	-	3
	.7	1.5		.5	1.4	.5	1.0	.4		1.2	.1	.7	1.0		.9
DON'T KNOW/NOT APPLICABLE	19	1	-	2	1	5	4	2	4	9	10	5	4	4	6
	1.1	.5		1.0	.5	2.5	1.9	.9	1.9	1.1	1.2	.6	1.3	1.7	1.8
## MEAN	3.72	3.81	3.68	3.55	3.62	3.76	3.76	3.78	3.81	3.68	3.76	3.72	3.69	3.75	3.73
## STANDARD DEVIATION	.56	.51	.50	.63	.66	.48	.55	.51	.45	.60	.51	.52	.61	.53	.57
## STANDARD ERROR	.01	.03	.03	.04	.04	.03	.03	.03	.03	.02	.01	.02	.03	.03	.03

'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
INTEREST RATES												
VERY SERIOUSLY	1263	404	323	494	42	707	64	97	47	316	24	8
	76.1	76.7	76.9	75.4	73.7	78.8	78.1	70.3	67.1	73.5	80.0	72.7
SOMEWHAT SERIOUSLY	306	92	79	124	11	143	16	32	15	92	5	3
	18.5	17.5	18.8	19.0	19.3	15.9	19.5	23.2	21.4	21.4	16.7	27.3
NOT TOO SERIOUSLY	60	21	13	23	3	29	1	7	6	17	-	-
	3.6	4.0	3.1	3.5	5.3	3.2	1.2	5.1	8.6	4.0		
NOT SERIOUSLY AT ALL	11	4	1	6	-	7	1	-	2	1	-	-
	.7	.7	.2	.9		.8	1.2		2.9	.2		
DON'T KNOW/NOT APPLICABLE	19	6	4	8	1	12	-	2	-	4	1	-
	1.1	1.1	1.0	1.2	1.7	1.3		1.4		.9	3.3	
** MEAN	3.72	3.72	3.74	3.71	3.70	3.75	3.74	3.66	3.53	3.70	3.83	3.73
** STANDARD DEVIATION	.56	.57	.52	.57	.54	.54	.56	.58	.76	.53	.35	.42
** STANDARD ERROR	.01	.02	.02	.02	.07	.01	.06	.05	.09	.02	.06	.12

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0026

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CESEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
INTEREST RATES															
VERY SERIOUSLY	1263	767	490	6	62	112	328	367	200	194	111	650	176	310	16
	76.1	78.2	73.4	60.0	68.9	77.2	77.3	76.6	78.1	73.2	73.0	79.6	72.4	72.6	80.0
SOMEWHAT SERIOUSLY	306	167	136	3	18	28	73	87	45	55	32	122	51	97	4
	18.5	17.0	20.4	30.0	20.0	19.3	17.2	18.2	17.6	20.8	21.1	14.9	21.0	22.7	20.0
NOT TOO SERIOUSLY	60	26	33	1	6	3	13	21	8	9	4	30	10	16	-
	3.6	2.7	4.9	10.0	6.7	2.1	3.1	4.4	3.1	3.4	2.6	3.7	4.1	3.8	
NOT SERIOUSLY AT ALL	11	8	3	-	1	-	5	2	3	-	1	4	3	3	-
	.7	.8	.4		1.1		1.2	.4	1.2		.7	.5	1.3	.7	
DON'T KNOW/NOT APPLICABLE	19	13	6	-	3	2	5	2	-	7	4	11	3	1	-
	1.1	1.3	.9		3.3	1.4	1.2	.4		2.6	2.6	1.3	1.2	.2	
** MEAN	3.72	3.75	3.68	3.50	3.62	3.76	3.73	3.72	3.73	3.72	3.71	3.76	3.67	3.68	3.80
** STANDARD DEVIATION	.56	.53	.59	.67	.66	.49	.56	.54	.55	.50	.54	.53	.59	.55	.40
** STANDARD ERROR	.01	.01	.02	.21	.07	.04	.02	.02	.03	.03	.04	.01	.03	.02	.08

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SELECTED ISSUES Q.2
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
INTEREST RATES														
VERY SERIOUSLY	1263 76.1	238 74.2	972 76.9	53 71.6	222 82.8	417 76.7	411 75.0	173 69.8	40 78.4	716 78.7	458 73.1	70 73.7	10 62.5	9 81.8
SOMEWHAT SERIOUSLY	306 18.5	62 19.3	230 18.2	14 18.9	38 14.2	110 20.2	103 18.8	46 18.5	9 17.6	147 16.2	135 21.5	19 20.0	4 25.0	1 9.1
NOT TOO SERIOUSLY	60 3.6	12 3.7	43 3.4	5 6.8	5 1.9	15 2.7	24 4.4	15 6.0	1 2.0	29 3.2	25 4.0	4 4.2	1 6.3	1 9.1
NOT SERIOUSLY AT ALL	11 .7	4 1.2	7 .6	-	1 .4	-	-	10 4.0	-	6 .6	2 .3	2 2.1	1 6.2	-
DON'T KNOW/NOT APPLICABLE	19 1.1	5 1.6	12 .9	2 2.7	2 .7	2 .4	10 1.8	4 1.6	1 2.0	12 1.3	7 1.1	-	-	-
** MEAN	3.72	3.69	3.73	3.67	3.81	3.74	3.72	3.57	3.78	3.75	3.69	3.65	3.44	3.73
** STANDARD DEVIATION	.56	.60	.55	.58	.44	.50	.53	.76	.46	.55	.57	.67	.85	.59
** STANDARD ERROR	.01	.03	.01	.06	.02	.02	.02	.04	.06	.01	.02	.06	.21	.18

** 'VERY SERIOUSLY'='4'; 'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
HEATING OIL															
VERY SERIOUS	276	40	41	23	51	46	30	12	33	112	157	133	40	32	70
	16.7	20.0	19.8	11.4	23.9	22.8	14.6	5.4	15.9	13.9	19.0	17.1	12.8	13.6	21.5
SOMEWHAT SERIOUS	493	52	75	83	54	60	62	41	66	209	277	239	97	69	85
	29.7	26.0	36.2	41.3	25.4	29.7	30.3	18.3	31.9	26.0	33.6	30.7	31.1	29.4	26.1
NOT TOO SERIOUS	513	77	67	72	78	55	62	45	57	279	224	246	103	73	88
	30.9	38.5	32.4	35.8	36.6	27.2	30.3	20.1	27.5	34.7	27.1	31.7	33.0	31.0	27.0
NOT SERIOUS AT ALL	193	26	12	10	24	31	37	28	25	125	67	76	37	38	41
	11.6	13.0	5.8	5.0	11.3	15.3	18.0	12.5	12.1	15.5	8.1	9.8	11.9	16.2	12.5
DON'T KNOW/NOT APPLICABLE	184	5	12	13	6	10	14	98	26	80	101	83	35	23	42
	11.1	2.5	5.8	6.5	2.8	5.0	6.8	43.7	12.6	9.9	12.2	10.7	11.2	9.8	12.9
** MEAN	2.58	2.54	2.74	2.63	2.64	2.63	2.45	2.29	2.59	2.42	2.72	2.62	2.51	2.45	2.65
** STANDARD DEVIATION	.93	.97	.86	.77	.97	1.01	.96	.92	.94	.96	.91	.91	.88	.94	.99
** STANDARD ERROR	.02	.06	.06	.05	.06	.07	.06	.08	.07	.03	.03	.03	.05	.06	.05

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

C. ...SHER CONTACT - STUDY #363-82

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
HEATING OIL												
VERY SERIOUS	276 16.7	80 15.2	67 15.9	119 18.2	10 17.6	132 14.7	15 18.3	20 14.5	17 24.3	84 19.5	4 13.4	4 36.3
SOMEWHAT SERIOUS	493 29.7	153 29.0	112 26.7	212 32.4	16 28.1	250 27.8	30 36.6	45 32.6	17 24.3	137 31.9	13 43.3	1 9.1
NOT TOO SERIOUS	513 30.9	156 29.6	154 36.7	188 28.7	15 26.3	284 31.6	25 30.5	45 32.6	14 20.0	136 31.6	6 20.0	3 27.3
NOT SERIOUS AT ALL	193 11.6	64 12.2	43 10.2	78 11.9	8 14.0	119 13.3	9 11.0	13 9.4	12 17.1	36 8.4	1 3.3	3 27.3
DON'T KNOW/NOT APPLICABLE	184 11.1	74 14.0	44 10.5	58 8.8	8 14.0	113 12.6	3 3.6	15 10.9	10 14.3	37 8.6	6 20.0	-
** MEAN	2.58	2.55	2.54	2.62	2.57	2.50	2.65	2.59	2.65	2.68	2.83	2.55
** STANDARD DEVIATION	.93	.93	.91	.95	.99	.95	.90	.86	1.09	.92	.75	1.22
** STANDARD ERROR	.02	.04	.04	.03	.14	.03	.10	.07	.14	.04	.15	.36

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0030

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
HEATING OIL															
VERY SERIOUS	276	154	121	1	19	30	91	70	19	47	34	139	39	61	3
	16.7	15.7	18.1	10.0	21.1	20.7	21.5	14.6	7.4	17.7	22.4	17.0	16.1	14.3	15.0
SOMEWHAT SERIOUS	493	271	221	1	40	50	138	126	75	64	42	248	73	124	6
	29.7	27.6	33.1	10.0	44.5	34.5	32.5	26.3	29.3	24.2	27.6	30.4	30.0	29.0	30.0
NOT TOO SERIOUS	513	313	197	3	20	32	129	172	76	84	40	238	83	146	6
	30.9	31.9	29.5	30.0	22.2	22.0	30.4	35.9	29.7	31.7	26.3	29.1	34.2	34.2	30.0
NOT SERIOUS AT ALL	193	130	59	4	2	12	45	57	54	23	16	87	30	57	3
	11.6	13.3	8.8	40.0	2.2	8.3	10.6	11.9	21.1	8.7	10.5	10.6	12.3	13.4	15.0
DON'T KNOW/NOT APPLICABLE	184	113	70	1	9	21	21	54	32	47	20	105	18	39	2
	11.1	11.5	10.5	10.0	10.0	14.5	5.0	11.3	12.5	17.7	13.2	12.9	7.4	9.1	10.0
## MEAN	2.58	2.52	2.68	1.89	2.94	2.79	2.68	2.49	2.26	2.62	2.71	2.62	2.54	2.49	2.50
## STANDARD DEVIATION	.93	.94	.89	.99	.75	.91	.95	.92	.92	.93	.98	.92	.92	.91	.95
## STANDARD ERROR	.02	.03	.03	.33	.08	.08	.04	.04	.06	.06	.08	.03	.06	.04	.22

'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0031

CONSUMER CONTACT - STUDY #363-82

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
HEATING OIL														
VERY SERIOUS	276 16.7	50 15.6	209 16.5	17 23.0	103 38.4	96 17.6	58 10.6	10 4.1	9 17.6	181 19.9	78 12.4	13 13.7	2 12.5	2 18.2
SOMEWHAT SERIOUS	493 29.7	91 28.3	387 30.6	15 20.3	82 30.6	212 39.0	147 26.8	38 15.3	14 27.5	263 28.9	200 31.9	22 23.2	4 25.0	4 36.3
NOT TOO SERIOUS	513 30.9	97 30.2	392 31.0	24 32.4	48 17.9	159 29.2	229 41.8	67 27.0	10 19.6	256 28.1	211 33.7	41 43.1	3 18.8	2 18.2
NOT SERIOUS AT ALL	193 11.6	50 15.6	136 10.8	7 9.4	9 3.4	25 4.6	60 10.9	98 39.5	1 2.0	93 10.2	76 12.1	15 15.8	6 37.5	3 27.3
DON'T KNOW/NOT APPLICABLE	184 11.1	33 10.3	140 11.1	11 14.9	26 9.7	52 9.6	54 9.9	35 14.1	17 33.3	117 12.9	62 9.9	4 4.2	1 6.2	-
** MEAN	2.58	2.49	2.60	2.67	3.15	2.77	2.41	1.81	2.91	2.67	2.50	2.36	2.13	2.45
** STANDARD DEVIATION	.93	.97	.91	.98	.87	.81	.85	.89	.82	.95	.87	.92	1.09	1.08
** STANDARD ERROR	.02	.05	.02	.12	.05	.03	.03	.06	.14	.03	.03	.09	.28	.32

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ELECTRICITY															
VERY SERIOUS	180	24	49	28	23	17	15	11	13	62	113	78	34	22	46
	10.8	12.0	23.7	13.9	10.8	8.4	7.3	4.9	6.3	7.7	13.7	10.1	10.9	9.3	14.1
SOMEWHAT SERIOUS	355	48	62	48	65	32	21	38	41	138	210	175	69	46	64
	21.4	24.0	29.9	23.9	30.5	15.8	10.3	17.0	19.8	17.2	25.4	22.5	22.1	19.6	19.6
NOT TOO SERIOUS	662	87	61	76	80	89	72	97	100	331	320	324	124	93	116
	39.9	43.5	29.5	37.8	37.6	44.1	35.1	43.3	48.3	41.1	38.7	41.7	39.7	39.6	35.6
NOT SERIOUS AT ALL	418	36	33	45	42	61	92	66	43	262	151	186	77	66	87
	25.2	18.0	15.9	22.4	19.7	30.2	44.9	29.5	20.8	32.5	18.3	23.9	24.7	28.1	26.7
DON'T KNOW/NOT APPLICABLE	44	5	2	4	3	3	5	12	10	12	32	14	8	8	13
	2.7	2.5	1.0	2.0	1.4	1.5	2.4	5.3	4.8	1.5	3.9	1.8	2.6	3.4	4.0
** MEAN	2.18	2.31	2.62	2.30	2.33	2.03	1.80	1.97	2.12	2.00	2.36	2.19	2.20	2.11	2.22
** STANDARD DEVIATION	.95	.90	1.01	.97	.91	.88	.89	.83	.82	.90	.94	.91	.93	.92	1.01
** STANDARD ERROR	.02	.06	.07	.06	.06	.06	.06	.05	.05	.03	.03	.03	.05	.06	.05

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
ELECTRICITY												
VERY SERIOUS	180	56	36	80	8	88	10	14	8	54	5	1
	10.8	10.6	8.6	12.2	14.0	9.8	12.2	10.1	11.4	12.5	16.7	9.1
SOMEWHAT SERIOUS	355	135	80	128	12	169	21	31	15	107	9	3
	21.4	25.6	19.0	19.6	21.1	18.8	25.6	22.5	21.4	24.9	30.0	27.3
NOT TOO SERIOUS	662	204	191	251	16	377	30	58	24	162	8	3
	39.9	38.7	45.5	38.3	28.1	42.0	36.6	42.0	34.3	37.7	26.7	27.3
NOT SERIOUS AT ALL	418	121	103	175	19	246	20	31	21	89	7	4
	25.2	23.0	24.5	26.7	33.3	27.4	24.4	22.5	30.0	20.7	23.3	36.3
DON'T KNOW/NOT APPLICABLE	44	11	10	21	2	18	1	4	2	18	1	-
	2.7	2.1	2.4	3.2	3.5	2.0	1.2	2.9	2.9	4.2	3.3	
** MEAN	2.18	2.24	2.12	2.18	2.16	2.11	2.26	2.21	2.15	2.31	2.41	2.09
** STANDARD DEVIATION	.95	.94	.88	.97	1.06	.93	.96	.91	.98	.94	1.04	.99
** STANDARD ERROR	.02	.04	.04	.03	.14	.03	.10	.07	.11	.04	.19	.30

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ELECTRICITY															
VERY SERIOUS	180	97	83	-	17	22	55	40	16	30	26	93	24	36	1
	10.8	9.9	12.4		18.9	15.2	13.0	8.4	6.2	11.3	17.1	11.4	9.9	8.4	5.0
SOMEWHAT SERIOUS	355	191	163	1	21	37	102	97	42	56	28	196	59	68	4
	21.4	19.5	24.4	10.0	23.3	25.5	24.0	20.2	16.4	21.1	18.4	24.0	24.3	15.9	20.0
NOT TOO SERIOUS	662	410	249	3	32	48	150	205	107	120	51	327	94	184	6
	39.9	41.8	37.3	30.0	35.6	33.1	35.4	42.8	41.8	45.3	33.6	40.0	38.7	43.1	30.0
NOT SERIOUS AT ALL	418	264	148	6	14	29	108	127	88	52	38	178	60	134	8
	25.2	26.9	22.2	60.0	15.5	20.0	25.5	26.5	34.4	19.6	25.0	21.8	24.7	31.4	40.0
DON'T KNOW/NOT APPLICABLE	44	19	25	-	6	9	9	10	3	7	9	23	6	5	1
	2.7	1.9	3.7		6.7	6.2	2.1	2.1	1.2	2.7	5.9	2.8	2.4	1.2	5.0
## MEAN	2.18	2.13	2.28	1.50	2.49	2.38	2.25	2.11	1.94	2.25	2.29	2.26	2.20	2.01	1.89
## STANDARD DEVIATION	.95	.91	.96	.67	.98	.99	.98	.89	.88	.90	1.05	.92	.92	.91	.92
## STANDARD ERROR	.02	.03	.03	.21	.10	.08	.04	.04	.05	.05	.08	.03	.05	.04	.21

'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0035

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
ELECTRICITY														
VERY SERIOUS	180	22	149	9	74	68	28	5	5	102	64	10	1	3
	10.8	6.9	11.8	12.2	27.6	12.5	5.1	2.0	9.8	11.2	10.2	10.5	6.3	27.3
SOMEWHAT SERIOUS	355	60	284	11	75	154	93	24	9	195	138	15	4	3
	21.4	18.7	22.5	14.8	28.0	28.3	17.0	9.7	17.7	21.4	22.0	15.8	25.0	27.3
NOT TOO SERIOUS	662	142	489	31	76	224	272	71	19	384	242	32	4	-
	39.9	44.2	38.7	41.9	28.4	41.2	49.6	28.6	37.3	42.2	38.6	33.7	25.0	
NOT SERIOUS AT ALL	418	95	302	21	36	84	145	144	9	207	167	33	7	4
	25.2	29.6	23.9	28.4	13.4	15.4	26.5	58.1	17.6	22.8	26.6	34.7	43.7	36.3
DON'T KNOW/NOT APPLICABLE	44	2	40	2	7	14	10	4	9	22	16	5	-	1
	2.7	.6	3.1	2.7	2.6	2.6	1.8	1.6	17.6	2.4	2.6	5.3		9.1
## MEAN	2.18	2.03	2.23	2.11	2.72	2.39	2.01	1.55	2.24	2.22	2.16	2.02	1.94	2.50
## STANDARD DEVIATION	.95	.86	.95	.96	1.01	.89	.80	.75	.91	.92	.94	.99	.96	1.28
## STANDARD ERROR	.02	.04	.02	.11	.06	.03	.03	.04	.14	.03	.03	.10	.24	.40

'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
GASOLINE															
VERY SERIOUS	351	41	59	51	56	42	36	30	36	133	208	180	58	29	83
	21.2	20.5	28.5	25.4	26.3	20.8	17.6	13.4	17.4	16.5	25.2	23.2	18.6	12.3	25.5
SOMEWHAT SERIOUS	533	49	85	90	61	58	60	62	68	229	294	274	104	77	76
	32.1	24.5	41.1	44.8	28.6	28.7	29.3	27.7	32.9	28.5	35.6	35.2	33.3	32.8	23.3
NOT TOO SERIOUS	492	78	44	42	64	60	62	76	66	278	208	222	100	71	94
	29.6	39.0	21.3	20.9	30.1	29.7	30.2	33.9	31.9	34.5	25.2	28.6	32.1	30.2	28.8
NOT SERIOUS AT ALL	242	28	16	12	28	36	42	52	28	153	88	91	43	52	56
	14.6	14.0	7.7	5.9	13.1	17.8	20.5	23.2	13.5	19.0	10.6	11.7	13.8	22.1	17.2
DON'T KNOW/NOT APPLICABLE	41	4	3	6	4	6	5	4	9	12	28	10	7	6	17
	2.5	2.0	1.4	3.0	1.9	3.0	2.4	1.8	4.3	1.5	3.4	1.3	2.2	2.6	5.2
** MEAN	2.61	2.53	2.92	2.92	2.69	2.54	2.45	2.32	2.57	2.43	2.78	2.71	2.58	2.36	2.60
** STANDARD DEVIATION	.99	.96	.89	.85	1.01	1.02	1.01	.97	.93	.98	.95	.94	.95	.97	1.07
** STANDARD ERROR	.02	.06	.06	.06	.07	.07	.07	.06	.06	.03	.03	.03	.05	.06	.06

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0037

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
GASOLINE												
VERY SERIOUS	351	109	90	140	12	164	23	29	15	110	7	3
	21.2	20.7	21.4	21.4	21.0	18.3	28.1	21.0	21.4	25.6	23.3	27.3
SOMEWHAT SERIOUS	533	180	125	211	17	272	23	53	21	150	11	3
	32.1	34.1	29.8	32.2	29.8	30.3	28.0	38.4	30.0	34.9	36.7	27.3
NOT TOO SERIOUS	492	150	142	184	16	298	23	37	14	112	6	2
	29.6	28.5	33.8	28.1	28.1	33.2	28.0	26.8	20.0	26.0	20.0	18.2
NOT SERIOUS AT ALL	242	79	55	99	9	146	10	17	18	42	6	3
	14.6	15.0	13.1	15.1	15.8	16.2	12.2	12.3	25.7	9.8	20.0	27.2
DON'T KNOW/NOT APPLICABLE	41	9	8	21	3	18	3	2	2	16	-	-
	2.5	1.7	1.9	3.2	5.3	2.0	3.7	1.5	2.9	3.7		
## MEAN@	2.61	2.62	2.61	2.62	2.59	2.52	2.75	2.69	2.49	2.79	2.63	2.55
## STANDARD DEVIATION	.99	.96	.96	.99	1.01	.96	1.00	.94	1.09	.95	1.05	1.14
## STANDARD ERROR	.02	.04	.04	.03	.13	.03	.11	.08	.13	.04	.19	.34

'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
GASOLINE															
VERY SERIOUS	351	186	163	2	27	43	104	84	38	55	42	174	57	74	4
	21.2	19.0	24.4	20.0	30.0	29.7	24.5	17.5	14.9	20.8	27.6	21.3	23.5	17.3	20.0
SOMEWHAT SERIOUS	533	294	237	2	35	50	144	142	75	87	39	276	75	138	5
	32.1	30.0	35.5	20.0	38.9	34.5	34.0	29.6	29.3	32.8	25.6	33.8	30.9	32.3	25.0
NOT TOO SERIOUS	492	316	174	2	18	26	117	166	82	83	34	230	73	147	8
	29.6	32.2	26.0	20.0	20.0	17.9	27.6	34.7	32.0	31.3	22.4	28.2	30.0	34.4	40.0
NOT SERIOUS AT ALL	242	166	72	4	6	18	51	76	60	31	29	114	34	63	2
	14.6	16.9	10.8	40.0	6.7	12.4	12.0	15.9	23.4	11.7	19.1	13.9	14.0	14.8	10.0
DON'T KNOW/NOT APPLICABLE	41	19	22	-	4	8	8	11	1	9	8	23	4	5	1
	2.5	1.9	3.3		4.4	5.5	1.9	2.3	.4	3.4	5.3	2.8	1.6	1.2	5.0
** MEAN	2.61	2.52	2.76	2.20	2.97	2.86	2.72	2.50	2.36	2.65	2.65	2.64	2.65	2.53	2.58
** STANDARD DEVIATION	.99	.99	.95	1.16	.87	1.00	.98	.96	.99	.94	1.10	.98	.99	.94	.93
** STANDARD ERROR	.02	.03	.03	.36	.09	.08	.04	.04	.06	.05	.09	.03	.06	.04	.21

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0039

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
GASOLINE														
VERY SERIOUS	351	54	280	17	128	132	72	11	8	214	113	17	4	3
	21.2	16.8	22.1	23.0	47.8	24.3	13.1	4.4	15.7	23.5	18.0	17.9	25.0	27.3
SOMEWHAT SERIOUS	533	99	417	17	79	238	164	31	21	290	214	23	3	3
	32.1	30.8	33.0	23.0	29.5	43.8	29.9	12.5	41.2	31.9	34.1	24.2	18.8	27.3
NOT TOO SERIOUS	492	101	364	27	45	133	225	83	6	263	194	29	5	1
	29.6	31.5	28.8	36.5	16.8	24.4	41.1	33.5	11.8	28.9	30.9	30.5	31.2	9.1
NOT SERIOUS AT ALL	242	62	169	11	10	28	78	121	5	121	90	24	4	3
	14.6	19.3	13.4	14.8	3.7	5.1	14.2	48.8	9.8	13.3	14.4	25.3	25.0	27.2
DON'T KNOW/NOT APPLICABLE	41	5	34	2	6	13	9	2	11	22	16	2	-	1
	2.5	1.6	2.7	2.7	2.2	2.4	1.7	.8	21.5	2.4	2.6	2.1		9.1
## MEAN	2.61	2.46	2.66	2.56	3.24	2.89	2.43	1.72	2.80	2.67	2.57	2.35	2.44	2.60
## STANDARD DEVIATION	.99	.98	.96	1.00	.87	.84	.83	.85	.90	.99	.96	1.06	1.11	1.20
## STANDARD ERROR	.02	.05	.02	.11	.05	.03	.03	.05	.14	.03	.03	.11	.27	.37

'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
NATURAL GAS															
VERY SERIOUS	117	5	13	16	15	15	20	22	11	37	76	57	17	10	31
	7.1	2.5	6.3	8.0	7.0	7.4	9.8	9.8	5.3	4.6	9.2	7.3	5.5	4.3	9.5
SOMEWHAT SERIOUS	354	23	40	54	56	44	47	50	40	135	212	192	68	39	55
	21.3	11.5	19.3	26.9	26.3	21.8	22.9	22.3	19.3	16.8	25.7	24.7	21.8	16.6	16.9
NOT TOO SERIOUS	530	47	56	72	77	71	59	66	82	277	242	261	94	82	92
	31.9	23.5	27.0	35.8	36.2	35.2	28.8	29.5	39.6	34.4	29.3	33.6	30.1	34.9	28.2
NOT SERIOUS AT ALL	413	45	43	32	44	54	63	78	54	273	136	177	83	68	82
	24.9	22.5	20.8	15.9	20.7	26.7	30.7	34.8	26.1	33.9	16.4	22.8	26.6	28.9	25.2
DON'T KNOW/NOT APPLICABLE	245	80	55	27	21	18	16	8	20	83	160	90	50	36	66
	14.8	40.0	26.6	13.4	9.8	8.9	7.8	3.6	9.7	10.3	19.4	11.6	16.0	15.3	20.2
** MEAN	2.12	1.90	2.15	2.31	2.22	2.11	2.13	2.07	2.04	1.91	2.34	2.19	2.07	1.95	2.13
** STANDARD DEVIATION	.93	.85	.93	.87	.88	.91	.98	1.00	.86	.87	.93	.90	.91	.86	1.00
** STANDARD ERROR	.02	.07	.07	.06	.06	.06	.07	.06	.06	.03	.03	.03	.05	.06	.06

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0041

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	893	82	138	70	430	30	11
NATURAL GAS												
VERY SERIOUS	117	43	21	49	4	58	8	8	7	31	4	1
	7.1	8.2	5.0	7.5	7.0	6.5	9.7	5.8	10.0	7.2	13.3	9.1
SOMEWHAT SERIOUS	354	116	80	145	13	179	14	37	14	101	7	2
	21.3	22.0	19.0	22.1	22.8	19.9	17.1	26.8	20.0	23.5	23.3	18.2
NOT TOO SERIOUS	530	162	151	199	18	294	30	48	17	128	8	5
	31.9	30.7	36.0	30.4	31.6	32.7	36.6	34.8	24.3	29.8	26.7	45.4
NOT SERIOUS AT ALL	413	140	105	155	13	251	16	26	22	87	8	3
	24.9	26.6	25.0	23.7	22.8	28.0	19.5	18.8	31.4	20.2	26.7	27.3
DON'T KNOW/NOT APPLICABLE	245	66	63	107	9	116	14	19	10	83	3	-
	14.8	12.5	15.0	16.3	15.8	12.9	17.1	13.8	14.3	19.3	10.0	
** MEAN	2.12	2.13	2.05	2.16	2.17	2.06	2.21	2.23	2.10	2.22	2.26	2.09
** STANDARD DEVIATION	.93	.96	.86	.93	.91	.91	.92	.85	1.02	.92	1.03	.90
** STANDARD ERROR	.02	.04	.04	.04	.13	.03	.11	.07	.13	.04	.19	.27

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0042

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
NATURAL GAS															
VERY SERIOUS	117	63	54	-	11	14	35	27	6	24	12	64	20	20	1
	7.1	6.4	8.1		12.2	9.7	8.3	5.6	2.4	9.1	7.9	7.8	8.3	4.7	5.0
SOMEWHAT SERIOUS	354	184	168	2	32	38	99	85	43	57	32	186	45	87	4
	21.3	18.8	25.2	20.0	35.5	26.2	23.3	17.8	16.8	21.5	21.1	22.8	18.5	20.4	20.0
NOT TOO SERIOUS	530	328	200	2	24	35	124	171	94	82	40	250	89	146	5
	31.9	33.4	29.9	20.0	26.7	24.1	29.2	35.7	36.7	30.9	26.3	30.6	36.6	34.2	25.0
NOT SERIOUS AT ALL	413	275	133	5	7	26	97	138	96	49	30	186	64	128	5
	24.9	28.0	19.9	50.0	7.8	17.9	22.9	28.8	37.5	18.5	19.7	22.8	26.3	30.0	25.0
DON'T KNOW/NOT APPLICABLE	245	131	113	1	16	32	69	58	17	53	38	131	25	46	5
	14.8	13.4	16.9	10.0	17.8	22.1	16.3	12.1	6.6	20.0	25.0	16.0	10.3	10.7	25.0
** MEAN	2.12	2.04	2.26	1.67	2.64	2.35	2.20	2.00	1.83	2.26	2.23	2.19	2.10	2.00	2.07
** STANDARD DEVIATION	.93	.91	.92	.80	.83	.97	.95	.89	.80	.94	.95	.93	.91	.87	.92
** STANDARD ERROR	.02	.03	.03	.26	.09	.09	.05	.04	.05	.06	.08	.03	.06	.04	.23

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

SERIOUSNESS OF SHORTAGES OF SELECTED ENERGY SOURCES Q.3
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
NATURAL GAS														
VERY SERIOUS	117	8	102	7	56	34	22	2	3	74	38	4	-	1
	7.1	2.5	8.1	9.5	20.9	6.3	4.0	.8	5.9	8.1	6.1	4.2		9.1
SOMEWHAT SERIOUS	354	57	285	12	91	145	80	22	16	221	114	12	2	5
	21.3	17.8	22.5	16.2	34.0	26.6	14.6	8.9	31.4	24.3	18.2	12.6	12.5	45.4
NOT TOO SERIOUS	530	107	399	24	56	190	229	46	9	281	214	31	4	-
	31.9	33.3	31.6	32.4	20.9	34.9	41.8	18.5	17.6	30.9	34.1	32.6	25.0	
NOT SERIOUS AT ALL	413	114	285	14	29	87	148	143	6	206	164	32	8	3
	24.9	35.5	22.5	18.9	10.8	16.0	27.0	57.7	11.8	22.6	26.1	33.7	50.0	27.3
DON'T KNOW/NOT APPLICABLE	245	35	193	17	36	88	69	35	17	128	97	16	2	2
	14.8	10.9	15.3	23.0	13.4	16.2	12.6	14.1	33.3	14.1	15.5	16.9	12.5	18.2
** MEAN	2.12	1.86	2.19	2.21	2.75	2.28	1.95	1.45	2.47	2.21	2.05	1.85	1.57	2.44
** STANDARD DEVIATION	.93	.82	.93	.95	.95	.84	.81	.71	.88	.93	.89	.85	.73	1.07
** STANDARD ERROR	.02	.04	.02	.12	.06	.04	.03	.04	.15	.03	.03	.09	.19	.35

** 'VERY SERIOUS'='4';'NOT SERIOUS AT ALL'='1'. 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
HEATING OIL															
LESS THAN 5%	11	2	-	-	2	1	2	2	2	7	4	3	7	-	1
	.7	1.0			.9	.5	1.0	.9	1.0	.9	.5	.4	2.3		.3
5 TO 10%	110	12	13	12	21	25	20	4	3	55	54	63	16	15	16
	6.6	6.0	6.3	6.0	9.9	12.4	9.8	1.8	1.5	6.8	6.5	8.1	5.1	6.4	4.9
11 TO 15%	170	32	23	20	27	22	28	7	11	92	74	86	37	20	26
	10.3	16.0	11.1	9.9	12.7	10.9	13.7	3.1	5.3	11.4	9.0	11.1	11.9	8.5	8.0
16 TO 20%	222	28	33	28	49	23	30	8	23	131	86	111	48	28	34
	13.4	14.0	16.0	13.9	23.0	11.4	14.6	3.6	11.1	16.3	10.4	14.3	15.4	11.9	10.4
21 TO 30%	241	33	35	24	69	28	24	10	18	138	96	104	50	32	54
	14.5	16.5	16.9	11.9	32.4	13.9	11.7	4.5	8.7	17.1	11.6	13.4	16.0	13.6	16.6
31 TO 40%	119	15	15	15	22	20	7	9	16	56	60	62	17	18	22
	7.2	7.5	7.2	7.5	10.3	9.9	3.4	4.0	7.7	7.0	7.3	8.0	5.4	7.7	6.7
41 TO 50%	92	22	14	3	5	11	13	10	14	39	53	43	19	15	14
	5.5	11.0	6.8	1.5	2.3	5.4	6.3	4.5	6.8	4.8	6.4	5.5	6.1	6.4	4.3
MORE THAN 50%	91	13	15	6	1	15	8	5	28	45	45	36	17	15	23
	5.5	6.5	7.2	3.0	.5	7.4	3.9	2.2	13.5	5.6	5.4	4.6	5.4	6.4	7.1
DON'T KNOW/NOT APPLICABLE	603	43	59	93	17	57	73	169	92	242	354	269	101	92	136
	36.3	21.5	28.5	46.3	8.0	28.2	35.6	75.4	44.4	30.1	42.9	34.6	32.4	39.1	41.7
** MEAN	24.81	25.73	25.79	22.41	21.08	24.74	21.97	28.23	32.59	24.00	25.86	23.98	24.05	26.45	26.62
** STANDARD DEVIATION	14.06	14.54	14.22	12.08	9.18	15.04	13.79	15.14	16.35	13.54	14.72	13.73	14.00	14.55	14.40
** STANDARD ERROR	.43	1.16	1.17	1.16	.66	1.25	1.20	2.04	1.52	.57	.68	.61	.96	1.22	1.04

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
HEATING OIL												
LESS THAN 5%	11	6	3	2	-	5	1	-	2	3	-	-
	.7	1.1	.7	.3		.6	1.2		2.9	.7		
5 TO 10%	110	26	33	48	3	55	10	10	2	32	1	-
	6.6	4.9	7.9	7.3	5.3	6.1	12.2	7.3	2.9	7.4	3.3	
11 TO 15%	170	50	46	69	5	95	7	10	8	45	3	2
	10.3	9.5	11.0	10.5	8.8	10.6	8.5	7.3	11.4	10.5	10.0	18.2
16 TO 20%	222	62	58	97	5	128	10	18	9	54	2	1
	13.4	11.8	13.8	14.8	8.8	14.3	12.2	13.0	12.9	12.5	6.7	9.1
21 TO 30%	241	74	67	97	3	135	14	21	15	51	4	1
	14.5	14.1	15.9	14.8	5.3	15.0	17.1	15.2	21.4	11.9	13.3	9.1
31 TO 40%	119	38	26	49	6	62	8	10	4	30	-	5
	7.2	7.2	6.2	7.5	10.5	6.9	9.8	7.2	5.7	7.0		45.4
41 TO 50%	92	33	21	34	4	57	4	4	7	19	1	-
	5.5	6.3	5.0	5.2	7.0	6.3	4.9	2.9	10.0	4.4	3.3	
MORE THAN 50%	91	27	18	45	1	55	2	6	2	24	2	-
	5.5	5.1	4.3	6.9	1.7	6.1	2.4	4.3	2.8	5.6	6.7	
DON'T KNOW/NOT APPLICABLE	603	211	148	214	30	306	26	59	21	172	17	2
	36.3	40.0	35.2	32.7	52.6	34.1	31.7	42.8	30.0	40.0	56.7	18.2
## MEAN	24.81	25.54	23.40	25.10	25.65	25.32	22.50	24.05	24.85	24.24	25.77	26.94
## STANDARD DEVIATION	14.06	14.18	13.36	14.36	13.70	14.23	12.73	13.10	13.08	14.39	15.39	9.63
## STANDARD ERROR	.43	.80	.81	.68	2.64	.58	1.70	1.47	1.87	.90	4.27	3.21

'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0046

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
HEATING OIL															
LESS THAN 5%	11	7	4	-	-	1	3	4	-	3	2	4	1	4	-
	.7	.7	.6			.7	.7	.8		1.1	1.3	.5	.4	1.0	
5 TO 10%	110	52	57	1	4	7	26	33	19	21	8	57	14	30	1
	6.6	5.3	8.5	10.0	4.4	4.8	6.1	6.9	7.4	7.9	5.3	7.0	5.8	7.0	5.0
11 TO 15%	170	106	62	2	10	17	35	60	25	23	13	85	33	36	3
	10.3	10.8	9.3	20.0	11.1	11.7	8.3	12.5	9.8	8.7	8.6	10.4	13.6	8.4	15.0
16 TO 20%	222	134	86	2	6	17	65	70	33	31	14	102	27	77	2
	13.4	13.7	12.9	20.0	6.7	11.7	15.3	14.6	12.9	11.7	9.2	12.5	11.1	18.0	10.0
21 TO 30%	241	159	82	-	5	17	55	84	47	33	22	101	38	79	1
	14.5	16.2	12.3		5.5	11.7	13.0	17.5	18.4	12.5	14.5	12.4	15.6	18.5	5.0
31 TO 40%	119	74	43	2	6	11	36	30	15	21	13	56	14	35	1
	7.2	7.6	6.4	20.0	6.7	7.6	8.5	6.3	5.8	7.9	8.5	6.8	5.8	8.2	5.0
41 TO 50%	92	60	32	-	6	9	28	22	19	8	11	50	14	16	1
	5.5	6.1	4.8		6.7	6.2	6.6	4.6	7.4	3.0	7.2	6.1	5.8	3.8	5.0
MORE THAN 50%	91	60	30	1	11	6	24	30	12	8	5	43	12	29	2
	5.5	6.1	4.5	10.0	12.2	4.2	5.7	6.3	4.7	3.0	3.3	5.3	4.9	6.8	10.0
DON'T KNOW/NOT APPLICABLE	603	329	272	2	42	60	152	146	86	117	64	319	90	121	9
	36.3	33.5	40.7	20.0	46.7	41.4	35.8	30.5	33.6	44.2	42.1	39.0	37.0	28.3	45.0
** MEAN	24.81	25.53	23.64	24.06	30.63	24.82	25.71	24.09	24.99	22.67	25.54	24.87	24.33	24.67	26.82
** STANDARD DEVIATION	14.06	14.06	13.98	15.10	17.38	13.87	14.20	13.86	13.61	12.99	13.67	14.37	13.81	13.66	16.93
** STANDARD ERROR	.43	.55	.70	5.34	2.51	1.50	.86	.76	1.04	1.07	1.46	.64	1.12	.78	5.10

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
HEATING OIL														
LESS THAN 5%	11	-	11	-	1	4	3	2	1	5	5	1	-	-
	.7		.9		.4	.7	.5	.8	2.0	.5	.8	1.1		
5 TO 10%	110	17	88	5	21	38	40	10	1	56	46	7	1	-
	6.6	5.3	7.0	6.8	7.8	7.0	7.3	4.0	2.0	6.2	7.3	7.4	6.3	
11 TO 15%	170	30	136	4	34	55	47	31	3	100	55	13	1	1
	10.3	9.4	10.8	5.4	12.7	10.1	8.6	12.5	5.9	11.0	8.8	13.7	6.3	9.1
16 TO 20%	222	52	161	9	31	73	87	27	4	120	89	12	1	-
	13.4	16.2	12.7	12.2	11.6	13.4	15.9	10.9	7.8	13.2	14.2	12.6	6.3	
21 TO 30%	241	63	169	9	32	83	89	33	4	132	89	14	4	2
	14.5	19.6	13.4	12.2	11.9	15.3	16.2	13.3	7.8	14.5	14.2	14.7	25.0	18.2
31 TO 40%	119	22	94	3	20	42	39	14	4	69	42	4	3	1
	7.2	6.9	7.4	4.0	7.5	7.7	7.1	5.7	7.8	7.6	6.7	4.2	18.7	9.1
41 TO 50%	92	13	76	3	20	34	19	15	4	52	35	4	-	1
	5.5	4.0	6.0	4.0	7.5	6.3	3.5	6.0	7.8	5.7	5.6	4.2		9.1
MORE THAN 50%	91	16	71	4	17	26	29	18	1	42	39	9	1	-
	5.5	5.0	5.6	5.4	6.3	4.8	5.3	7.3	2.0	4.6	6.2	9.5	6.2	
DON'T KNOW/NOT APPLICABLE	603	108	458	37	92	189	195	98	29	334	227	31	5	6
	36.3	33.6	36.2	50.0	34.3	34.7	35.6	39.5	56.9	36.7	36.2	32.6	31.2	54.5
** MEAN	24.81	24.52	24.87	25.14	25.36	24.69	23.96	26.13	26.93	24.56	25.04	24.88	27.05	28.50
** STANDARD DEVIATION	14.06	12.74	14.37	14.48	14.94	13.79	13.38	15.02	14.02	13.66	14.45	15.54	12.33	10.91
** STANDARD ERROR	.43	.87	.51	2.38	1.13	.73	.71	1.23	2.99	.57	.72	1.94	3.72	4.88

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ELECTRICITY															
LESS THAN 5%	138	54	1	3	5	12	53	7	3	89	48	57	28	20	31
	8.3	27.0	.5	1.5	2.3	6.0	25.9	3.1	1.5	11.1	5.8	7.3	9.0	8.5	9.5
5 TO 10%	248	50	15	19	28	53	37	28	18	121	123	130	52	34	31
	14.9	25.0	7.2	9.4	13.1	26.2	18.0	12.5	8.7	15.0	14.9	16.7	16.7	14.5	9.5
11 TO 15%	290	19	57	44	59	31	24	33	23	142	139	143	65	29	52
	17.5	9.5	27.5	21.9	27.7	15.3	11.7	14.7	11.1	17.6	16.8	18.4	20.8	12.3	16.0
16 TO 20%	237	16	43	29	47	15	19	30	38	126	109	112	44	36	41
	14.3	8.0	20.8	14.4	22.1	7.4	9.3	13.4	18.4	15.7	13.2	14.4	14.1	15.3	12.6
21 TO 30%	243	11	35	30	45	21	16	43	42	118	122	121	52	34	36
	14.6	5.5	16.9	14.9	21.1	10.4	7.8	19.2	20.3	14.7	14.8	15.6	16.7	14.5	11.0
31 TO 40%	87	5	12	15	11	8	5	15	16	43	42	38	13	13	23
	5.2	2.5	5.8	7.5	5.2	4.0	2.4	6.7	7.7	5.3	5.1	4.9	4.2	5.5	7.1
41 TO 50%	49	7	7	3	3	4	7	8	10	20	28	19	8	7	15
	3.0	3.5	3.4	1.5	1.4	2.0	3.4	3.6	4.8	2.5	3.4	2.5	2.5	3.0	4.6
MORE THAN 50%	69	3	12	4	1	11	1	16	21	29	39	28	9	13	19
	4.2	1.5	5.8	2.0	.5	5.4	.5	7.2	10.1	3.6	4.7	3.6	2.9	5.5	5.8
DON'T KNOW/NOT APPLICABLE	298	35	25	54	14	47	43	44	36	117	176	129	41	49	78
	18.0	17.5	12.1	26.9	6.6	23.3	21.0	19.6	17.4	14.5	21.3	16.6	13.1	20.9	23.9
** MEAN	18.44	11.86	21.15	19.30	17.50	17.21	12.27	22.25	25.21	17.53	19.40	17.92	17.17	19.53	20.58
** STANDARD DEVIATION	13.18	12.07	12.52	10.87	8.67	14.12	11.36	14.28	14.76	12.72	13.53	12.51	11.95	14.17	15.05
** STANDARD ERROR	.36	.94	.93	.90	.61	1.13	.89	1.06	1.13	.49	.53	.49	.73	1.04	.96

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0049

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
ELECTRICITY												
LESS THAN 5%	138 8.3	40 7.6	30 7.2	64 9.8	4 7.0	93 10.4	4 4.9	5 3.6	7 10.0	28 6.5	1 3.4	-
5 TO 10%	248 14.9	54 10.3	79 18.8	111 16.9	4 7.0	126 14.0	14 17.1	16 11.6	15 21.4	73 17.0	3 10.0	1 9.1
11 TO 15%	290 17.5	100 19.0	69 16.4	111 16.9	10 17.6	159 17.7	14 17.1	30 21.7	11 15.7	66 15.4	7 23.3	3 27.2
16 TO 20%	237 14.3	85 16.1	60 14.3	85 13.0	7 12.3	132 14.7	16 19.5	20 14.5	11 15.7	51 11.9	6 20.0	1 9.1
21 TO 30%	243 14.6	85 16.1	65 15.5	85 13.0	8 14.0	132 14.7	17 20.7	20 14.5	10 14.3	58 13.5	4 13.3	2 18.2
31 TO 40%	87 5.2	33 6.3	21 5.0	29 4.4	4 7.0	49 5.5	4 4.9	6 4.4	3 4.3	23 5.3	-	2 18.2
41 TO 50%	49 3.0	17 3.2	11 2.6	19 2.9	2 3.5	29 3.2	1 1.2	4 2.9	2 2.9	10 2.3	3 10.0	-
MORE THAN 50%	69 4.2	26 4.9	13 3.1	30 4.6	-	48 5.3	1 1.2	5 3.6	1 1.4	13 3.0	1 3.3	-
DON'T KNOW/NOT APPLICABLE	298 18.0	87 16.5	72 17.1	121 18.5	18 31.6	130 14.5	11 13.4	32 23.2	10 14.3	108 25.1	5 16.7	2 18.2
** MEAN	18.44	19.81	17.67	17.81	18.40	18.80	17.39	19.08	16.00	17.87	20.30	20.28
** STANDARD DEVIATION	13.18	13.39	12.35	13.58	10.99	13.88	9.92	12.37	11.27	12.63	13.27	9.61
** STANDARD ERROR	.36	.64	.66	.59	1.76	.50	1.18	1.20	1.45	.70	2.65	3.20

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ELECTRICITY															
LESS THAN 5%	138	99	39	-	6	9	33	44	27	19	17	61	16	41	3
	8.3	10.1	5.8		6.7	6.2	7.8	9.2	10.5	7.2	11.2	7.5	6.6	9.6	15.0
5 TO 10%	248	124	123	1	12	19	69	72	39	37	22	121	40	64	1
	14.9	12.6	18.4	10.0	13.3	13.1	16.3	15.0	15.2	14.0	14.5	14.8	16.5	15.0	5.0
11 TO 15%	290	182	105	3	9	23	77	107	36	38	28	139	44	76	3
	17.5	18.5	15.7	30.0	10.0	15.9	18.2	22.3	14.1	14.3	18.4	17.0	18.1	17.8	15.0
16 TO 20%	237	143	92	2	9	20	54	76	42	36	10	106	44	72	5
	14.3	14.6	13.8	20.0	10.0	13.8	12.7	15.9	16.4	13.6	6.6	13.0	18.1	16.9	25.0
21 TO 30%	243	157	85	1	11	21	69	64	37	41	18	128	31	64	2
	14.6	16.0	12.7	10.0	12.2	14.5	16.3	13.4	14.5	15.5	11.8	15.7	12.7	15.0	10.0
31 TO 40%	87	56	30	1	5	6	17	28	16	15	9	46	14	17	1
	5.2	5.7	4.5	10.0	5.6	4.1	4.0	5.8	6.3	5.7	5.9	5.6	5.8	4.0	5.0
41 TO 50%	49	32	17	-	3	5	14	8	5	14	5	27	5	12	-
	3.0	3.3	2.6		3.3	3.4	3.3	1.7	1.9	5.3	3.3	3.3	2.0	2.8	
MORE THAN 50%	69	47	22	-	6	10	14	20	13	6	7	43	6	12	1
	4.2	4.8	3.3		6.7	6.9	3.3	4.2	5.1	2.2	4.6	5.2	2.5	2.8	5.0
DON'T KNOW/NOT APPLICABLE	298	141	155	2	29	32	77	60	41	59	36	146	43	69	4
	18.0	14.4	23.2	20.0	32.2	22.1	18.1	12.5	16.0	22.2	23.7	17.9	17.7	16.1	20.0
** MEAN	18.44	18.89	17.72	17.50	21.15	20.47	17.95	17.56	18.47	19.13	18.17	19.44	17.40	17.28	17.50
** STANDARD DEVIATION	13.18	13.53	12.60	8.20	15.59	14.68	12.65	12.56	13.59	12.90	14.40	13.86	11.61	12.08	12.93
** STANDARD ERROR	.36	.47	.56	2.90	2.00	1.38	.68	.61	.93	.90	1.34	.54	.82	.64	3.23

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

0051

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
ELECTRICITY														
LESS THAN 5%	138	38	95	5	21	31	54	28	4	70	57	8	1	2
	8.3	11.8	7.5	6.8	7.8	5.7	9.8	11.3	7.9	7.7	9.1	8.4	6.3	18.2
5 TO 10%	248	43	192	13	37	82	81	43	5	138	97	9	2	2
	14.9	13.4	15.2	17.6	13.8	15.1	14.8	17.3	9.8	15.2	15.5	9.5	12.5	18.2
11 TO 15%	290	62	218	10	54	99	91	38	8	157	111	16	3	3
	17.5	19.3	17.3	13.5	20.2	18.2	16.6	15.3	15.7	17.3	17.7	16.8	18.8	27.2
16 TO 20%	237	58	169	10	36	85	92	20	4	133	80	22	2	-
	14.3	18.1	13.4	13.5	13.4	15.6	16.8	8.1	7.8	14.6	12.8	23.2	12.5	
21 TO 30%	243	40	194	9	37	81	82	33	10	133	89	15	4	2
	14.6	12.5	15.3	12.2	13.8	14.9	15.0	13.3	19.6	14.6	14.2	15.8	25.0	18.2
31 TO 40%	87	12	71	4	16	31	24	14	2	43	40	3	1	-
	5.2	3.7	5.6	5.4	6.0	5.7	4.4	5.6	3.9	4.7	6.4	3.2	6.2	
41 TO 50%	49	4	44	1	10	14	14	8	3	22	24	2	-	1
	3.0	1.3	3.5	1.3	3.7	2.6	2.5	3.2	5.9	2.4	3.8	2.1		9.1
MORE THAN 50%	69	9	56	4	12	21	18	16	2	43	19	6	-	1
	4.2	2.8	4.4	5.4	4.5	3.8	3.3	6.5	3.9	4.7	3.0	6.3		9.1
DON'T KNOW/NOT APPLICABLE	298	55	225	18	45	100	92	48	13	171	110	14	3	-
	18.0	17.1	17.8	24.3	16.8	18.4	16.8	19.4	25.5	18.8	17.5	14.7	18.7	
** MEAN	18.44	16.18	19.01	18.57	18.97	18.72	17.54	18.86	20.59	18.52	18.20	19.41	17.31	18.86
** STANDARD DEVIATION	13.18	11.56	13.46	13.84	13.51	12.66	12.42	15.14	14.04	13.29	12.99	13.39	8.90	16.46
** STANDARD ERROR	.36	.71	.42	1.85	.90	.60	.58	1.07	2.28	.49	.57	1.49	2.47	4.96

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
GASOLINE															
LESS THAN 5%	12	1	-	1	2	3	1	3	1	7	5	7	3	-	2
	.7	.5		.5	1.0	1.5	.5	1.3	.5	.9	.6	.9	1.0		.6
5 TO 10%	102	4	9	4	6	18	29	21	11	57	45	54	23	10	15
	6.2	2.0	4.3	2.0	2.8	8.9	14.1	9.4	5.3	7.1	5.5	6.9	7.4	4.3	4.6
11 TO 15%	134	15	17	10	22	13	31	20	6	66	66	72	26	18	17
	8.1	7.5	8.2	5.0	10.3	6.5	15.1	8.9	2.9	8.2	8.0	9.3	8.3	7.6	5.2
16 TO 20%	267	39	31	34	29	34	37	38	25	144	117	138	50	39	39
	16.1	19.5	15.0	16.9	13.6	16.8	18.0	17.0	12.1	17.9	14.2	17.8	16.0	16.6	12.0
21 TO 30%	301	37	45	31	37	34	28	47	42	175	123	142	66	40	51
	18.2	18.5	21.7	15.4	17.4	16.8	13.7	21.0	20.3	21.7	14.9	18.3	21.2	17.0	15.6
31 TO 40%	224	29	25	31	71	17	17	19	15	105	111	113	43	29	38
	13.5	14.5	12.1	15.4	33.3	8.4	8.3	8.5	7.2	13.0	13.4	14.5	13.8	12.3	11.7
41 TO 50%	175	26	30	16	28	21	18	20	16	81	92	78	36	30	31
	10.5	13.0	14.5	8.0	13.2	10.4	8.8	8.9	7.7	10.1	11.1	10.0	11.5	12.8	9.5
MORE THAN 50%	228	28	31	21	6	34	18	29	61	118	109	93	43	31	59
	13.7	14.0	15.0	10.4	2.8	16.8	8.8	12.9	29.5	14.7	13.2	12.0	13.8	13.2	18.1
DON'T KNOW/NOT APPLICABLE	216	21	19	53	12	28	26	27	30	52	158	80	22	38	74
	13.0	10.5	9.2	26.4	5.6	13.9	12.7	12.1	14.5	6.4	19.1	10.3	7.0	16.2	22.7
** MEAN	29.75	31.02	31.26	30.32	29.02	29.66	24.30	27.49	35.30	29.18	30.42	28.50	29.38	30.72	32.77
** STANDARD DEVIATION	15.31	14.62	14.98	14.10	11.88	16.59	15.19	15.61	16.85	15.26	15.46	15.00	15.23	15.02	16.00
** STANDARD ERROR	.40	1.09	1.09	1.16	.84	1.26	1.14	1.11	1.27	.56	.60	.57	.89	1.07	1.01

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
GASOLINE												
LESS THAN 5%	12	3	3	5	1	7	-	1	2	2	-	-
	.7	.6	.7	.8	1.7	.8		.7	2.9	.5		
5 TO 10%	102	33	29	39	1	55	9	7	7	22	2	-
	6.2	6.2	6.9	6.0	1.7	6.1	11.0	5.1	10.0	5.1	6.7	
11 TO 15%	134	53	32	46	3	66	8	10	8	38	4	-
	8.1	10.0	7.6	7.0	5.3	7.3	9.8	7.2	11.4	8.8	13.4	
16 TO 20%	267	79	69	110	9	156	8	23	10	64	4	2
	16.1	15.0	16.4	16.8	15.8	17.4	9.8	16.7	14.3	14.9	13.3	18.2
21 TO 30%	301	100	77	118	6	183	13	24	10	66	4	1
	18.2	19.0	18.4	18.0	10.5	20.4	15.8	17.4	14.3	15.3	13.3	9.1
31 TO 40%	224	71	65	83	5	111	19	18	14	55	4	3
	13.5	13.5	15.5	12.7	8.8	12.4	23.2	13.0	20.0	12.8	13.3	27.3
41 TO 50%	175	51	45	70	9	104	8	11	7	39	3	3
	10.5	9.7	10.7	10.7	15.8	11.6	9.7	8.0	10.0	9.1	10.0	27.2
MORE THAN 50%	228	78	53	90	7	124	9	19	8	64	4	-
	13.7	14.8	12.6	13.7	12.3	13.8	11.0	13.8	11.4	14.9	13.3	
DON'T KNOW/NOT APPLICABLE	216	59	47	94	16	92	8	25	4	80	5	2
	13.0	11.2	11.2	14.3	28.1	10.2	9.7	18.1	5.7	18.6	16.7	18.2
** MEAN	29.75	29.64	29.42	29.88	32.20	29.71	29.09	29.67	27.69	30.33	29.20	33.33
** STANDARD DEVIATION	15.31	15.47	15.02	15.33	15.67	15.19	14.90	15.27	15.52	15.68	15.78	10.48
** STANDARD ERROR	.40	.72	.78	.65	2.45	.53	1.73	1.44	1.91	.84	3.16	3.49

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
GASOLINE															
LESS THAN 5%	12	6	6	-	-	1	3	5	1	2	-	7	1	4	-
	.7	.6	.9			.7	.7	1.0	.4	.7		.9	.4	1.0	
5 TO 10%	102	56	45	1	6	7	21	36	13	19	11	50	11	30	-
	6.2	5.7	6.8	10.0	6.7	4.8	5.0	7.5	5.1	7.2	7.2	6.1	4.5	7.0	
11 TO 15%	134	74	58	2	6	7	24	53	23	21	8	64	24	36	2
	8.1	7.5	8.7	20.0	6.7	4.8	5.7	11.1	9.0	7.9	5.3	7.8	9.9	8.4	10.0
16 TO 20%	267	158	107	2	9	26	65	66	60	41	18	133	33	80	3
	16.1	16.1	16.0	20.0	10.0	17.9	15.3	13.8	23.4	15.5	11.9	16.3	13.6	18.7	15.0
21 TO 30%	301	191	110	-	11	21	73	102	57	37	16	135	51	96	3
	18.2	19.5	16.5		12.2	14.5	17.2	21.3	22.3	14.0	10.5	16.5	21.0	22.5	15.0
31 TO 40%	224	145	77	2	5	19	63	70	31	36	19	105	38	60	2
	13.5	14.8	11.5	20.0	5.5	13.1	14.9	14.6	12.1	13.6	12.5	12.9	15.6	14.1	10.0
41 TO 50%	175	111	63	1	6	13	50	53	28	25	21	90	28	36	-
	10.5	11.3	9.4	10.0	6.7	9.0	11.8	11.1	10.9	9.4	13.8	11.0	11.5	8.4	
MORE THAN 50%	228	133	95	-	23	22	60	65	30	28	22	126	24	50	6
	13.7	13.6	14.2		25.5	15.2	14.1	13.6	11.7	10.6	14.5	15.4	9.9	11.7	30.0
DON'T KNOW/NOT APPLICABLE	216	107	107	2	24	29	65	29	13	56	37	107	33	35	4
	13.0	10.9	16.0	20.0	26.7	20.0	15.3	6.0	5.1	21.1	24.3	13.1	13.6	8.2	20.0
** MEAN	29.75	30.07	29.33	22.81	34.28	30.88	31.15	29.02	28.22	28.60	32.33	30.35	29.27	27.3	34.53
** STANDARD DEVIATION	15.31	15.00	15.78	12.71	17.92	15.56	15.12	15.27	14.38	15.24	16.03	15.74	14.18	14.58	17.01
** STANDARD ERROR	.40	.51	.67	4.49	2.21	1.44	.80	.72	.92	1.05	1.50	.59	.98	.74	4.25

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

CONSUMER CONTACT - STUDY #363-82

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
GASOLINE														
LESS THAN 5%	12 .7	1 .3	8 .6	3 4.1	2 .7	3 .6	3 .5	4 1.6	-	5 .5	6 1.0	1 1.1	-	-
5 TO 10%	102 6.2	15 4.7	82 6.5	5 6.8	12 4.5	36 6.6	28 5.1	22 8.9	4 7.9	52 5.7	41 6.5	6 6.3	1 6.3	2 18.2
11 TO 15%	134 8.1	30 9.4	98 7.8	6 8.1	27 10.1	42 7.7	42 7.7	19 7.7	4 7.8	70 7.7	56 8.9	8 8.4	-	-
16 TO 20%	267 16.1	61 19.0	201 15.9	5 6.8	43 16.0	81 14.9	102 18.6	36 14.5	5 9.8	137 15.1	109 17.4	15 15.8	5 31.3	1 9.1
21 TO 30%	301 18.2	69 21.5	215 17.0	17 23.0	35 13.1	98 18.0	109 19.9	54 21.8	5 9.8	179 19.7	101 16.1	18 19.0	2 12.5	1 9.1
31 TO 40%	224 13.5	48 15.0	170 13.4	6 8.1	31 11.6	84 15.4	82 15.0	25 10.1	2 3.9	131 14.4	82 13.1	10 10.5	1 6.3	-
41 TO 50%	175 10.5	28 8.7	142 11.2	5 6.7	39 14.6	60 11.0	48 8.8	20 8.0	8 15.7	108 11.9	57 9.1	6 6.3	3 18.7	1 9.1
MORE THAN 50%	228 13.7	39 12.1	184 14.6	5 6.7	40 14.9	70 12.9	68 12.4	44 17.7	6 11.8	103 11.3	100 15.9	21 22.1	3 18.7	1 9.1
DON'T KNOW/NOT APPLICABLE	216 13.0	30 9.3	164 13.0	22 29.7	39 14.5	70 12.9	66 12.0	24 9.7	17 33.3	125 13.7	75 12.0	10 10.5	1 6.2	5 45.4
** MEAN	29.75	28.75	30.19	25.82	31.00	29.87	29.09	29.41	30.96	29.63	29.69	31.00	32.00	26.25
** STANDARD DEVIATION	15.31	14.39	15.54	14.76	15.88	15.08	14.61	16.30	16.91	14.68	15.89	16.69	16.03	18.07
** STANDARD ERROR	.40	.84	.47	2.05	1.05	.69	.67	1.09	2.90	.52	.68	1.81	4.14	7.38

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
NATURAL GAS															
LESS THAN 5%	36	3	6	4	7	4	5	3	4	25	10	21	7	3	5
	2.2	1.5	2.9	2.0	3.3	2.0	2.4	1.3	1.9	3.1	1.2	2.7	2.3	1.3	1.5
5 TO 10%	160	11	21	13	26	26	33	10	20	83	73	94	24	22	20
	9.6	5.5	10.2	6.5	12.2	12.9	16.1	4.5	9.7	10.3	8.9	12.1	7.7	9.4	6.1
11 TO 15%	194	6	12	26	46	30	34	24	16	115	77	92	50	22	30
	11.7	3.0	5.8	12.9	21.6	14.9	16.6	10.7	7.7	14.3	9.3	11.8	16.0	9.4	9.2
16 TO 20%	167	5	8	17	48	16	25	24	24	98	67	79	35	19	32
	10.1	2.5	3.9	8.4	22.5	7.9	12.2	10.7	11.6	12.2	8.1	10.2	11.2	8.1	9.8
21 TO 30%	168	4	6	11	38	26	29	26	28	88	76	82	34	21	31
	10.1	2.0	2.9	5.5	17.9	12.9	14.1	11.6	13.5	10.9	9.2	10.6	10.9	8.9	9.5
31 TO 40%	80	1	3	2	9	13	14	22	16	33	47	35	9	18	18
	4.8	.5	1.4	1.0	4.2	6.4	6.8	9.8	7.7	4.1	5.7	4.5	2.9	7.7	5.5
41 TO 50%	52	2	6	1	-	3	8	23	9	19	33	26	6	10	8
	3.1	1.0	2.9	.5		1.5	3.9	10.3	4.4	2.4	4.0	3.3	1.9	4.2	2.5
MORE THAN 50%	89	2	-	5	-	10	12	39	21	43	44	31	20	12	26
	5.4	1.0		2.5		4.9	5.9	17.4	10.2	5.3	5.3	4.0	6.4	5.1	8.0
DON'T KNOW/NOT APPLICABLE	713	166	145	122	39	74	45	53	69	301	399	317	127	108	156
	43.0	83.0	70.0	60.7	18.3	36.6	22.0	23.7	33.3	37.4	48.3	40.8	40.7	45.9	47.9
** MEAN	22.06	17.28	15.93	17.66	16.62	20.70	20.98	31.59	26.09	20.66	23.79	20.52	21.46	23.98	25.25
** STANDARD DEVIATION	14.82	14.12	12.31	12.26	7.61	13.89	14.18	16.88	16.14	14.20	15.31	14.05	14.64	15.17	16.00
** STANDARD ERROR	.48	2.42	1.56	1.38	.58	1.23	1.12	1.29	1.37	.63	.74	.66	1.08	1.35	1.23

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
NATURAL GAS												
LESS THAN 5%	36	17	7	10	2	19	4	2	3	7	1	-
	2.2	3.2	1.7	1.5	3.5	2.1	4.9	1.5	4.3	1.6	3.4	
5 TO 10%	160	48	54	56	2	80	12	5	12	44	5	2
	9.6	9.1	12.9	8.5	3.5	8.9	14.6	3.6	17.1	10.3	16.7	18.2
11 TO 15%	194	48	46	95	5	115	10	22	5	38	3	1
	11.7	9.1	10.9	14.5	8.8	12.8	12.2	16.0	7.1	8.8	10.0	9.1
16 TO 20%	167	55	43	66	3	90	11	19	5	37	4	1
	10.1	10.4	10.2	10.1	5.3	10.0	13.4	13.8	7.1	8.6	13.3	9.1
21 TO 30%	168	64	42	57	5	93	12	14	9	36	1	3
	10.1	12.1	10.0	8.7	8.8	10.4	14.6	10.1	12.9	8.4	3.3	27.3
31 TO 40%	80	32	16	30	2	53	2	4	6	12	2	1
	4.8	6.1	3.8	4.6	3.5	5.9	2.4	2.9	8.6	2.8	6.7	9.1
41 TO 50%	52	20	13	17	2	34	3	2	2	10	1	-
	3.1	3.8	3.1	2.6	3.5	3.8	3.7	1.4	2.9	2.3	3.3	
MORE THAN 50%	89	34	18	36	1	67	4	1	3	10	4	-
	5.4	6.5	4.3	5.5	1.7	7.5	4.9	.7	4.3	2.3	13.3	
DON'T KNOW/NOT APPLICABLE	713	209	181	288	35	347	24	69	25	236	9	3
	43.0	39.7	43.1	44.0	61.4	38.6	29.3	50.0	35.7	54.9	30.0	27.2
** MEAN	22.06	23.44	20.65	21.82	21.59	23.69	19.70	18.62	20.83	19.54	24.17	19.38
** STANDARD DEVIATION	14.82	15.35	14.19	14.70	13.85	15.68	13.93	9.59	14.59	13.13	18.15	9.16
** STANDARD ERROR	.48	.86	.92	.77	2.95	.67	1.83	1.15	2.17	.94	3.96	3.24

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
NATURAL GAS															
LESS THAN 5%	36	22	14	-	1	2	8	12	9	4	2	16	4	14	-
	2.2	2.3	2.1		1.1	1.4	1.9	2.5	3.5	1.5	1.3	2.0	1.6	3.3	
5 TO 10%	160	88	71	1	7	14	48	48	24	19	12	75	25	48	-
	9.6	9.0	10.6	10.0	7.8	9.7	11.3	10.0	9.4	7.2	7.9	9.2	10.3	11.2	
11 TO 15%	194	118	74	2	7	13	46	66	27	35	20	80	33	59	2
	11.7	12.0	11.1	20.0	7.8	9.0	10.8	13.8	10.6	13.2	13.2	9.8	13.6	13.8	10.0
16 TO 20%	167	98	68	1	5	11	22	72	29	28	4	78	31	52	2
	10.1	10.0	10.2	10.0	5.6	7.6	5.2	15.1	11.3	10.6	2.6	9.5	12.8	12.2	10.0
21 TO 30%	168	114	53	1	7	14	38	60	27	22	13	81	25	48	1
	10.1	11.6	7.9	10.0	7.8	9.7	9.0	12.5	10.5	8.3	8.6	9.9	10.3	11.2	5.0
31 TO 40%	80	58	21	1	3	6	18	22	19	12	11	47	10	11	1
	4.8	5.9	3.2	10.0	3.3	4.1	4.2	4.6	7.4	4.5	7.2	5.8	4.1	2.6	5.0
41 TO 50%	52	34	18	-	4	4	11	13	10	10	5	29	5	11	2
	3.1	3.5	2.7		4.4	2.7	2.6	2.7	3.9	3.8	3.3	3.5	2.1	2.6	10.0
MORE THAN 50%	89	72	17	-	4	9	13	27	23	13	7	53	5	23	1
	5.4	7.3	2.5		4.4	6.2	3.1	5.6	9.0	4.9	4.6	6.5	2.0	5.4	5.0
DON'T KNOW/NOT APPLICABLE	713	377	332	4	52	72	220	159	88	122	78	358	105	161	11
	43.0	38.4	49.7	40.0	57.8	49.6	51.9	33.2	34.4	46.0	51.3	43.8	43.2	37.7	55.0
** MEAN	22.06	23.63	19.31	18.33	23.95	23.29	20.25	21.30	24.42	22.48	23.45	23.66	19.04	20.25	29.44
** STANDARD DEVIATION	14.82	15.50	13.13	9.21	15.80	15.72	14.08	13.97	16.24	14.69	15.27	15.56	11.79	14.27	15.08
** STANDARD ERROR	.48	.63	.72	3.76	2.56	1.84	.99	.78	1.25	1.23	1.78	.73	1.00	.87	5.03

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE COST INCREASE OVER PAST 12 MONTHS Q.4
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
NATURAL GAS														
LESS THAN 5%	36	13	23	-	5	12	12	7	-	19	14	3	-	-
	2.2	4.1	1.8		1.9	2.2	2.2	2.8		2.1	2.2	3.1		
5 TO 10%	160	28	124	8	24	58	56	19	3	78	72	8	1	1
	9.6	8.7	9.8	10.8	9.0	10.7	10.2	7.7	5.9	8.6	11.5	8.4	6.3	9.1
11 TO 15%	194	52	140	2	32	61	66	29	6	114	61	17	1	1
	11.7	16.2	11.1	2.7	11.9	11.2	12.1	11.7	11.8	12.5	9.7	17.9	6.3	9.1
16 TO 20%	167	39	121	7	22	50	58	32	5	101	59	7	-	-
	10.1	12.1	9.6	9.5	8.2	9.2	10.6	12.9	9.8	11.1	9.4	7.4		
21 TO 30%	168	34	127	7	25	57	53	27	6	98	60	7	2	1
	10.1	10.6	10.0	9.5	9.3	10.5	9.7	10.9	11.7	10.8	9.6	7.4	12.5	9.1
31 TO 40%	80	10	67	3	13	17	34	13	3	46	31	-	3	-
	4.8	3.1	5.3	4.1	4.9	3.1	6.2	5.2	5.9	5.1	5.0		18.7	
41 TO 50%	52	6	44	2	7	17	15	10	3	26	21	5	-	-
	3.1	1.9	3.5	2.7	2.6	3.1	2.7	4.0	5.9	2.8	3.3	5.3		
MORE THAN 50%	89	20	64	5	9	21	33	22	4	50	29	8	-	2
	5.4	6.2	5.1	6.7	3.3	3.9	6.0	8.9	7.8	5.5	4.6	8.4		18.2
DON'T KNOW/NOT APPLICABLE	713	119	554	40	131	251	221	89	21	378	280	40	9	6
	43.0	37.1	43.8	54.0	48.9	46.1	40.3	35.9	41.2	41.5	44.7	42.1	56.2	54.5
** MEAN	22.06	20.52	22.36	25.07	20.93	20.62	22.31	24.36	26.50	22.19	21.60	22.59	25.00	31.00
** STANDARD DEVIATION	14.82	14.56	14.79	16.05	13.79	14.07	15.00	16.01	15.46	14.56	14.76	17.00	10.44	20.41
** STANDARD ERROR	.48	1.02	.55	2.75	1.18	.82	.83	1.27	2.82	.63	.79	2.29	3.94	9.13

** 'DON'T KNOW/NOT APPLICABLE' ARE EXCLUDED FROM CALCULATIONS.

VIEW ON INCREASING GASOLINE PRICES TO WORLD LEVELS Q.5A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
VIEW ON INCREASING PRICES															
IN FAVOUR	321	36	35	37	30	45	35	58	45	208	107	177	64	38	42
	19.3	18.0	16.9	18.4	14.1	22.3	17.1	25.9	21.7	25.8	13.0	22.8	20.5	16.2	12.9
OPPOSED	1264	154	163	155	173	150	162	156	151	565	679	569	234	188	266
	76.2	77.0	78.7	77.1	81.2	74.3	79.0	69.6	72.9	70.2	82.2	73.2	75.0	80.0	81.6
DON'T KNOW	74	10	9	9	10	7	8	10	11	32	40	31	14	9	18
	4.5	5.0	4.3	4.5	4.7	3.5	3.9	4.5	5.3	4.0	4.8	4.0	4.5	3.8	5.5

VIEW ON INCREASING GASOLINE PRICES TO WORLD LEVELS Q.5A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
VIEW ON INCREASING PRICES												
IN FAVOUR	321	117	73	123	8	168	22	30	14	77	8	2
	19.3	22.2	17.4	18.8	14.0	18.7	26.8	21.7	20.0	17.9	26.7	18.2
OPPOSED	1264	388	335	495	46	693	58	99	53	333	19	9
	76.2	73.6	79.8	75.6	80.7	77.2	70.7	71.7	75.7	77.4	63.3	81.8
DON'T KNOW	74	22	12	37	3	37	2	9	3	20	3	-
	4.5	4.2	2.9	5.6	5.3	4.1	2.4	6.5	4.3	4.7	10.0	

VIEW ON INCREASING GASOLINE PRICES TO WORLD LEVELS Q.5A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEMENTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
VIEW ON INCREASING PRICES															
IN FAVOUR	321	201	117	3	10	14	67	117	81	32	16	106	48	151	-
	19.3	20.5	17.5	30.0	11.1	9.7	15.8	24.4	31.6	12.1	10.5	13.0	19.8	35.4	
OPPOSED	1264	736	521	7	72	124	345	341	165	217	124	677	187	257	19
	76.2	75.0	78.0	70.0	80.0	85.5	81.4	71.2	64.5	81.9	81.6	82.9	77.0	60.2	95.0
DON'T KNOW	74	44	30	-	8	7	12	21	10	16	12	34	8	19	1
	4.5	4.5	4.5		8.9	4.8	2.8	4.4	3.9	6.0	7.9	4.2	3.3	4.4	5.0

VIEW ON INCREASING GASOLINE PRICES TO WORLD LEVELS Q.5A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
VIEW ON INCREASING PRICES														
IN FAVOUR	321	321	-	-	39	93	117	63	9	188	109	19	4	1
	19.3	100.0			14.6	17.1	21.4	25.4	17.6	20.7	17.4	20.0	25.0	9.1
OPPOSED	1264	-	1264	-	217	428	409	171	39	686	485	73	12	8
	76.2		100.0		81.0	78.7	74.6	69.0	76.5	75.4	77.4	76.8	75.0	72.7
DON'T KNOW	74	-	-	74	12	23	22	14	3	36	33	3	-	2
	4.5			100.0	4.5	4.2	4.0	5.6	5.9	4.0	5.3	3.2		18.2

LIKELY BEHAVIOUR OF PEOPLE TOWARDS INCREASING GASOLINE PRICES Q.5B
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
DRIVE A LOT LESS															
YES	914	91	144	122	123	108	110	121	95	427	468	427	166	122	193
	55.1	45.5	69.6	60.7	57.8	53.5	53.7	54.0	45.9	53.0	56.7	54.9	53.2	51.9	59.2
NO	649	87	57	58	81	83	86	97	100	350	294	313	133	98	103
	39.1	43.5	27.5	28.9	38.0	41.1	41.9	43.3	48.3	43.5	35.6	40.3	42.6	41.7	31.6
DON'T KNOW/NOT STATED	96	22	6	21	9	11	9	6	12	28	64	37	13	15	30
	5.8	11.0	2.9	10.4	4.2	5.4	4.4	2.7	5.8	3.5	7.7	4.8	4.2	6.4	9.2
BUY A SMALLER CAR WHEN REPLACING THE PRESENT ONE															
YES	873	87	129	133	123	89	83	113	116	419	440	406	185	135	144
	52.6	43.5	62.3	66.2	57.7	44.1	40.5	50.4	56.0	52.0	53.3	52.3	59.3	57.4	44.2
NO	609	75	58	45	69	92	97	101	72	320	278	298	104	81	121
	36.7	37.5	28.0	22.4	32.4	45.5	47.3	45.1	34.8	39.8	33.6	38.3	33.3	34.5	37.1
DON'T KNOW/NOT STATED	177	38	20	23	21	21	25	10	19	66	108	73	23	19	61
	10.7	19.0	9.7	11.4	9.9	10.4	12.2	4.5	9.2	8.2	13.1	9.4	7.4	8.1	18.7
USE PUBLIC TRANSPORTATION MORE															
YES	831	85	93	128	119	111	93	100	102	360	456	406	132	112	176
	50.1	42.5	44.9	63.7	55.9	55.0	45.4	44.6	49.3	44.7	55.2	52.3	42.3	47.6	54.0
NO	744	100	108	58	77	81	107	118	95	413	321	346	160	116	119
	44.8	50.0	52.2	28.8	36.1	40.1	52.2	52.7	45.9	51.3	38.9	44.5	51.3	49.4	36.5
DON'T KNOW/NOT STATED	84	15	6	15	17	10	5	6	10	32	49	25	20	7	31
	5.1	7.5	2.9	7.5	8.0	4.9	2.4	2.7	4.8	4.0	5.9	3.2	6.4	3.0	9.5

LIKELY BEHAVIOUR OF PEOPLE TOWARDS INCREASING GASOLINE PRICES Q.5B
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
DRIVE A LOT LESS												
YES	914	302	236	350	26	500	49	72	35	239	15	4
	55.1	57.3	56.2	53.5	45.6	55.7	59.8	52.2	50.0	55.6	50.0	36.4
NO	649	205	167	257	20	366	30	48	30	158	11	6
	39.1	38.9	39.8	39.2	35.1	40.7	36.6	34.8	42.9	36.7	36.7	54.5
DON'T KNOW/NOT STATED	96	20	17	48	11	32	3	18	5	33	4	1
	5.8	3.8	4.0	7.3	19.3	3.6	3.6	13.0	7.1	7.7	13.3	9.1
BUY A SMALLER CAR WHEN REPLACING THE PRESENT ONE												
YES	873	302	227	325	19	499	50	78	39	183	18	6
	52.6	57.3	54.1	49.6	33.3	55.6	61.0	56.5	55.7	42.6	60.0	54.5
NO	609	191	155	238	25	342	25	39	23	169	8	3
	36.7	36.2	36.9	36.3	43.9	38.1	30.5	28.3	32.9	39.3	26.7	27.3
DON'T KNOW/NOT STATED	177	34	38	92	13	57	7	21	8	78	4	2
	10.7	6.5	9.0	14.1	22.8	6.3	8.5	15.2	11.4	18.1	13.3	18.2
USE PUBLIC TRANSPORTATION MORE												
YES	831	254	213	335	29	391	46	78	35	262	17	2
	50.1	48.2	50.7	51.2	50.9	43.6	56.1	56.5	50.0	60.9	56.7	18.2
NO	744	250	192	280	22	469	33	47	31	148	9	7
	44.8	47.4	45.7	42.7	38.6	52.2	40.2	34.1	44.3	34.4	30.0	63.6
DON'T KNOW/NOT STATED	84	23	15	40	6	38	3	13	4	20	4	2
	5.1	4.4	3.6	6.1	10.5	4.2	3.7	9.4	5.7	4.7	13.3	18.2

LIKELY BEHAVIOUR OF PEOPLE TOWARDS INCREASING GASOLINE PRICES Q.5B
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
DRIVE A LOT LESS															
YES	914	553	357	4	46	91	256	259	113	149	84	464	133	222	11
	55.1	56.4	53.4	40.0	51.1	62.8	60.4	54.1	44.1	56.2	55.3	56.8	54.7	52.0	55.0
NO	649	388	255	6	27	39	146	205	133	99	54	303	95	189	8
	39.1	39.5	38.2	60.0	30.0	26.9	34.4	42.8	52.0	37.4	35.5	37.1	39.1	44.3	40.0
DON'T KNOW/NOT STATED	96	40	56	-	17	15	22	15	10	17	14	50	15	16	1
	5.8	4.1	8.4		18.9	10.3	5.2	3.1	3.9	6.4	9.2	6.1	6.2	3.7	5.0
BUY A SMALLER CAR WHEN REPLACING THE PRESENT ONE															
YES	873	559	309	5	41	72	210	272	144	134	75	434	127	227	10
	52.6	57.0	46.2	50.0	45.6	49.7	49.5	56.8	56.3	50.6	49.4	53.1	52.3	53.2	50.0
NO	609	354	251	4	27	43	168	181	96	94	52	295	92	161	9
	36.7	36.1	37.6	40.0	30.0	29.6	39.6	37.8	37.5	35.5	34.2	36.1	37.8	37.7	45.0
DON'T KNOW/NOT STATED	177	68	108	1	22	30	46	26	16	37	25	88	24	39	1
	10.7	6.9	16.2	10.0	24.4	20.7	10.9	5.4	6.2	13.9	16.4	10.8	9.9	9.1	5.0
USE PUBLIC TRANSPORTATION MORE															
YES	831	446	380	5	56	91	222	225	93	144	82	404	129	205	11
	50.1	45.5	56.9	50.0	62.2	62.7	52.4	47.0	36.3	54.3	53.9	49.5	53.1	48.0	55.0
NO	744	490	250	4	24	41	179	242	152	106	53	376	103	204	8
	44.8	49.9	37.4	40.0	26.7	28.3	42.2	50.5	59.4	40.0	34.9	46.0	42.4	47.8	40.0
DON'T KNOW/NOT STATED	84	45	38	1	10	13	23	12	11	15	17	37	11	18	1
	5.1	4.6	5.7	10.0	11.1	9.0	5.4	2.5	4.3	5.7	11.2	4.5	4.5	4.2	5.0

LIKELY BEHAVIOUR OF PEOPLE TOWARDS INCREASING GASOLINE PRICES Q.5B
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
DRIVE A LOT LESS														
YES	914	156	723	35	168	327	277	118	24	529	336	42	3	4
	55.1	48.6	57.2	47.3	62.7	60.1	50.5	47.6	47.1	58.1	53.6	44.2	18.8	36.4
NO	649	151	468	30	81	187	242	116	23	324	259	51	11	4
	39.1	47.0	37.0	40.5	30.2	34.4	44.2	46.8	45.1	35.6	41.3	53.7	68.7	36.3
DON'T KNOW/NOT STATED	96	14	73	9	19	30	29	14	4	57	32	2	2	3
	5.8	4.4	5.8	12.2	7.1	5.5	5.3	5.6	7.8	6.3	5.1	2.1	12.5	27.3
BUY A SMALLER CAR WHEN REPLACING THE PRESENT ONE														
YES	873	182	655	36	155	305	283	108	22	489	335	40	6	3
	52.6	56.7	51.8	48.6	57.8	56.1	51.7	43.5	43.1	53.7	53.4	42.1	37.5	27.3
NO	609	107	481	21	83	178	215	115	18	321	232	46	7	3
	36.7	33.3	38.1	28.4	31.0	32.7	39.2	46.4	35.3	35.3	37.0	48.4	43.8	27.3
DON'T KNOW/NOT STATED	177	32	128	17	30	61	50	25	11	100	60	9	3	5
	10.7	10.0	10.1	23.0	11.2	11.2	9.1	10.1	21.6	11.0	9.6	9.5	18.7	45.4
USE PUBLIC TRANSPORTATION MORE														
YES	831	153	645	33	165	297	248	96	25	505	275	41	4	6
	50.1	47.7	51.0	44.6	61.6	54.6	45.3	38.7	49.0	55.5	43.9	43.2	25.0	54.5
NO	744	154	558	32	88	224	269	143	20	355	323	53	9	4
	44.8	48.0	44.2	43.2	32.8	41.2	49.1	57.7	39.2	39.0	51.5	55.8	56.3	36.4
DON'T KNOW/NOT STATED	84	14	61	9	15	23	31	9	6	50	29	1	3	1
	5.1	4.3	4.8	12.2	5.6	4.2	5.6	3.6	11.8	5.5	4.6	1.0	18.7	9.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
THE "ENERGY CRISIS" WAS A HOAX															
AGREE	823	102	129	99	78	83	114	115	103	435	377	362	164	108	184
	49.6	51.0	62.3	49.2	36.6	41.1	55.6	51.3	49.8	54.0	45.7	46.6	52.6	45.9	56.4
DISAGREE	745	86	67	91	132	107	83	90	89	341	391	388	136	101	116
	44.9	43.0	32.4	45.3	62.0	53.0	40.5	40.2	43.0	42.4	47.3	49.9	43.6	43.0	35.6
NOT APPLICABLE	91	12	11	11	3	12	8	19	15	29	58	27	12	26	26
	5.5	6.0	5.3	5.5	1.4	5.9	3.9	8.5	7.2	3.6	7.0	3.5	3.8	11.1	8.0
THERE IS NO REAL NEED TO CONSERVE ENERGY BECAUSE TECHNOLOGY WILL SOLVE THE PROBLEM															
AGREE	345	43	66	55	37	41	35	40	28	192	147	123	67	55	98
	20.8	21.5	31.9	27.4	17.4	20.3	17.1	17.8	13.5	23.9	17.8	15.9	21.5	23.4	30.1
DISAGREE	1250	151	124	131	174	156	163	178	173	588	641	639	236	161	207
	75.3	75.5	59.9	65.2	81.7	77.2	79.5	79.5	83.6	73.0	77.6	82.2	75.6	68.5	63.5
NOT APPLICABLE	64	6	17	15	2	5	7	6	6	25	38	15	9	19	21
	3.9	3.0	8.2	7.4	.9	2.5	3.4	2.7	2.9	3.1	4.6	1.9	2.9	8.1	6.4
IT'S PROBABLY NOT THAT DIFFICULT TO REDUCE THE AMOUNT OF ENERGY I USE															
AGREE	1163	155	117	113	156	152	154	166	150	569	574	567	210	161	218
	70.1	77.5	56.5	56.2	73.3	75.2	75.1	74.1	72.5	70.7	69.5	73.0	67.3	68.5	66.9
DISAGREE	478	44	88	84	55	47	50	56	54	231	240	205	100	70	101
	28.8	22.0	42.5	41.8	25.8	23.3	24.4	25.0	26.1	28.7	29.1	26.4	32.1	29.8	31.0
NOT APPLICABLE	18	1	2	4	2	3	1	2	3	5	12	5	2	4	7
	1.1	.5	1.0	2.0	.9	1.5	.5	.9	1.4	.6	1.4	.6	.6	1.7	2.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
THE "ENERGY CRISIS" WAS A HOAX												
AGREE	823	262	211	325	25	461	38	63	35	208	14	4
	49.6	49.7	50.2	49.6	43.9	51.3	46.4	45.7	50.0	48.4	46.7	36.4
DISAGREE	745	233	191	296	25	388	38	69	33	197	14	6
	44.9	44.2	45.5	45.2	43.8	43.2	46.3	50.0	47.1	45.8	46.7	54.5
NOT APPLICABLE	91	32	18	34	7	49	6	6	2	25	2	1
	5.5	6.1	4.3	5.2	12.3	5.5	7.3	4.3	2.9	5.8	6.6	9.1
THERE IS NO REAL NEED TO CONSERVE ENERGY BECAUSE TECHNOLOGY WILL SOLVE THE PROBLEM												
AGREE	345	111	99	127	8	193	8	34	20	83	6	1
	20.8	21.1	23.6	19.4	14.0	21.5	9.7	24.6	28.6	19.3	20.0	9.1
DISAGREE	1250	397	310	501	42	673	70	95	49	330	24	9
	75.3	75.3	73.8	76.5	73.7	74.9	85.4	68.9	70.0	76.7	80.0	81.8
NOT APPLICABLE	64	19	11	27	7	32	4	9	1	17	-	1
	3.9	3.6	2.6	4.1	12.3	3.6	4.9	6.5	1.4	4.0		9.1
IT'S PROBABLY NOT THAT DIFFICULT TO REDUCE THE AMOUNT OF ENERGY I USE												
AGREE	1163	370	302	456	35	636	60	90	52	303	16	6
	70.1	70.2	71.9	69.6	61.4	70.8	73.2	65.2	74.3	70.5	53.4	54.5
DISAGREE	478	152	115	194	17	257	21	48	18	117	13	4
	28.8	28.9	27.4	29.6	29.8	28.6	25.6	34.8	25.7	27.2	43.3	36.4
NOT APPLICABLE	18	5	3	5	5	5	1	-	-	10	1	1
	1.1	.9	.7	.8	8.8	.6	1.2			2.3	3.3	9.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVS-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
THE "ENERGY CRISIS" WAS A HOAX															
AGREE	823	502	319	2	41	69	215	247	124	127	93	420	128	172	10
	49.6	51.2	47.8	20.0	45.6	47.6	50.7	51.6	48.4	47.9	61.2	51.4	52.7	40.3	50.0
DISAGREE	745	428	312	5	39	65	189	215	129	117	41	354	104	236	10
	44.9	43.6	46.7	50.0	43.3	44.8	44.6	44.9	46.9	44.2	27.0	43.3	42.8	55.3	50.0
NOT APPLICABLE	91	51	37	3	10	11	20	17	12	21	18	43	11	19	-
	5.5	5.2	5.5	30.0	11.1	7.6	4.7	3.5	4.7	7.9	11.8	5.3	4.5	4.4	
THERE IS NO REAL NEED TO CONSERVE ENERGY BECAUSE TECHNOLOGY WILL SOLVE THE PROBLEM															
AGREE	345	213	131	1	19	33	92	109	38	54	37	178	56	71	3
	20.8	21.7	19.6	10.0	21.1	22.8	21.7	22.8	14.9	20.4	24.3	21.8	23.0	16.6	15.0
DISAGREE	1250	733	510	7	63	103	317	355	212	200	93	614	178	348	17
	75.3	74.7	76.4	70.0	70.0	71.0	74.8	74.1	82.8	75.5	61.2	75.2	73.3	81.5	85.0
NOT APPLICABLE	64	35	27	2	8	9	15	15	6	11	22	25	9	8	-
	3.9	3.6	4.0	20.0	8.9	6.2	3.5	3.1	2.3	4.1	14.5	3.0	3.7	1.9	
IT'S PROBABLY NOT THAT DIFFICULT TO REDUCE THE AMOUNT OF ENERGY I USE															
AGREE	1163	685	474	4	59	101	300	336	185	182	105	575	153	318	12
	70.1	69.8	71.0	40.0	65.6	69.6	70.8	70.2	72.3	68.7	69.1	70.4	63.0	74.5	60.0
DISAGREE	478	291	182	5	29	41	120	141	70	77	40	235	89	108	6
	28.8	29.7	27.2	50.0	32.2	28.3	28.3	29.4	27.3	29.0	26.3	28.8	36.6	25.3	30.0
NOT APPLICABLE	18	5	12	1	2	3	4	2	1	6	7	7	1	1	2
	1.1	.5	1.8	10.0	2.2	2.1	.9	.4	.4	2.3	4.6	.8	.4	.2	10.0

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
THE "ENERGY CRISIS" WAS A HOAX														
AGREE	823	128	659	36	120	221	286	171	25	399	333	70	14	7
	49.6	39.9	52.1	48.7	44.8	40.6	52.2	69.0	49.0	43.9	53.1	73.7	87.5	63.6
DISAGREE	745	177	540	28	133	291	241	63	17	466	256	19	2	2
	44.9	55.1	42.7	37.8	49.6	53.5	44.0	25.4	33.3	51.2	40.8	20.0	12.5	18.2
NOT APPLICABLE	91	16	65	10	15	32	21	14	9	45	38	6	-	2
	5.5	5.0	5.2	13.5	5.6	5.9	3.8	5.6	17.7	4.9	6.1	6.3		18.2
THERE IS NO REAL NEED TO CONSERVE ENERGY BECAUSE TECHNOLOGY WILL SOLVE THE PROBLEM														
AGREE	345	59	268	18	51	94	110	78	12	138	154	43	8	2
	20.8	18.4	21.2	24.3	19.0	17.3	20.1	31.5	23.5	15.2	24.6	45.3	50.0	18.2
DISAGREE	1250	253	945	52	199	433	422	160	36	750	437	48	7	8
	75.3	78.8	74.8	70.3	74.3	79.6	77.0	64.5	70.6	82.4	69.7	50.5	43.8	72.7
NOT APPLICABLE	64	9	51	4	18	17	16	10	3	22	36	4	1	1
	3.9	2.8	4.0	5.4	6.7	3.1	2.9	4.0	5.9	2.4	5.7	4.2	6.2	9.1
IT'S PROBABLY NOT THAT DIFFICULT TO REDUCE THE AMOUNT OF ENERGY I USE														
AGREE	1163	237	880	46	190	369	389	183	32	669	421	54	13	6
	70.1	73.9	69.6	62.2	70.9	67.8	71.0	73.8	62.7	73.5	67.1	56.8	81.3	54.5
DISAGREE	478	81	371	26	73	167	156	64	18	232	200	39	3	4
	28.8	25.2	29.4	35.1	27.2	30.7	28.5	25.8	35.3	25.5	31.9	41.1	18.7	36.4
NOT APPLICABLE	18	3	13	2	5	8	3	1	1	9	6	2	-	1
	1.1	.9	1.0	2.7	1.9	1.5	.5	.4	2.0	1.0	1.0	2.1		9.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
SOON EVERYONE IS GOING TO HAVE TO USE LESS ENERGY															
AGREE	1312	154	167	167	166	155	163	176	164	612	677	652	228	180	245
	79.1	77.0	80.7	83.1	77.9	76.7	79.5	78.6	79.2	76.0	82.0	83.9	73.1	76.6	75.2
DISAGREE	319	44	38	25	46	41	38	46	41	183	131	118	79	48	73
	19.2	22.0	18.3	12.4	21.6	20.3	18.5	20.5	19.8	22.7	15.8	15.2	25.3	20.4	22.4
NOT APPLICABLE	28	2	2	9	1	6	4	2	2	10	18	7	5	7	8
	1.7	1.0	1.0	4.5	.5	3.0	2.0	.9	1.0	1.3	2.2	.9	1.6	3.0	2.4
IT IS USELESS FOR THE INDIVIDUAL CONSUMER TO DO ANYTHING ABOUT ENERGY CONSERVATION															
AGREE	241	32	49	34	30	21	25	25	25	126	112	87	39	44	69
	14.5	16.0	23.7	16.9	14.1	10.4	12.2	11.2	12.1	15.7	13.6	11.2	12.5	18.7	21.2
DISAGREE	1394	165	155	164	183	177	176	195	179	671	698	686	269	185	247
	84.0	82.5	74.9	81.6	85.9	87.6	85.9	87.0	86.5	83.3	84.5	88.3	86.2	78.7	75.8
NOT APPLICABLE	24	3	3	3	-	4	4	4	3	8	16	4	4	6	10
	1.5	1.5	1.4	1.5		2.0	1.9	1.8	1.4	1.0	1.9	.5	1.3	2.6	3.0
SINCE WE HAVE PLENTY OF GAS AND OIL THERE IS NO REAL NEED TO CONSERVE ENERGY															
AGREE	223	22	42	26	35	21	33	19	25	121	99	78	41	37	67
	13.5	11.0	20.3	12.9	16.5	10.4	16.1	8.5	12.1	15.0	12.0	10.0	13.2	15.7	20.5
DISAGREE	1409	172	158	169	176	180	170	203	181	677	708	693	265	195	247
	84.9	86.0	76.3	84.1	82.6	89.1	82.9	90.6	87.4	84.1	85.7	89.2	84.9	83.0	75.8
NOT APPLICABLE	27	6	7	6	2	1	2	2	1	7	19	6	6	3	12
	1.6	3.0	3.4	3.0	.9	.5	1.0	.9	.5	.9	2.3	.8	1.9	1.3	3.7

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
SOON EVERYONE IS GOING TO HAVE TO USE LESS ENERGY												
AGREE	1312	414	330	520	48	707	63	113	55	341	25	8
	79.1	78.6	78.6	79.4	84.2	78.7	76.8	81.9	78.6	79.3	83.3	72.7
DISAGREE	319	106	83	121	9	174	18	24	15	80	5	3
	19.2	20.1	19.8	18.5	15.8	19.4	22.0	17.4	21.4	18.6	16.7	27.3
NOT APPLICABLE	28	7	7	14	-	17	1	1	-	9	-	-
	1.7	1.3	1.6	2.1		1.9	1.2	.7		2.1		
IT IS USELESS FOR THE INDIVIDUAL CONSUMER TO DO ANYTHING ABOUT ENERGY CONSERVATION												
AGREE	241	78	48	104	11	129	5	27	12	61	4	3
	14.5	14.8	11.4	15.9	19.3	14.4	6.1	19.6	17.1	14.2	13.3	27.3
DISAGREE	1394	444	367	540	43	755	75	110	58	363	26	7
	84.0	84.3	87.4	82.4	75.4	84.1	91.5	79.7	82.9	84.4	86.7	63.6
NOT APPLICABLE	24	5	5	11	3	14	2	1	-	6	-	1
	1.5	.9	1.2	1.7	5.3	1.5	2.4	.7		1.4		9.1
SINCE WE HAVE PLENTY OF GAS AND OIL THERE IS NO REAL NEED TO CONSERVE ENERGY												
AGREE	223	64	62	87	10	131	5	18	16	51	2	-
	13.5	12.2	14.8	13.3	17.6	14.6	6.1	13.1	22.9	11.9	6.7	
DISAGREE	1409	455	352	557	45	753	75	119	52	372	28	10
	84.9	86.3	83.8	85.0	78.9	83.9	91.5	86.2	74.3	86.5	93.3	90.9
NOT APPLICABLE	27	8	6	11	2	14	2	1	2	7	-	1
	1.6	1.5	1.4	1.7	3.5	1.5	2.4	.7	2.8	1.6		9.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
SOON EVERYONE IS GOING TO HAVE TO USE LESS ENERGY															
AGREE	1312	773	533	6	73	119	340	377	196	207	115	637	193	352	15
	79.1	78.8	79.8	60.0	81.1	82.1	80.2	78.7	76.6	78.1	75.7	78.0	79.4	82.4	75.0
DISAGREE	319	192	123	4	15	24	76	99	56	49	35	166	44	70	4
	19.2	19.6	18.4	40.0	16.7	16.5	17.9	20.7	21.9	18.5	23.0	20.3	18.1	16.4	20.0
NOT APPLICABLE	28	16	12	-	2	2	8	3	4	9	2	14	6	5	1
	1.7	1.6	1.8		2.2	1.4	1.9	.6	1.5	3.4	1.3	1.7	2.5	1.2	5.0
IT IS USELESS FOR THE INDIVIDUAL CONSUMER TO DO ANYTHING ABOUT ENERGY CONSERVATION															
AGREE	241	139	99	3	21	27	70	49	32	42	46	120	34	36	5
	14.5	14.2	14.8	30.0	23.4	18.6	16.5	10.2	12.5	15.9	30.3	14.7	14.0	8.5	25.0
DISAGREE	1394	829	559	6	66	116	348	429	220	215	98	688	206	387	15
	84.0	84.5	83.7	60.0	73.3	80.0	82.1	89.6	85.9	81.1	64.5	84.2	84.8	90.6	75.0
NOT APPLICABLE	24	13	10	1	3	2	6	1	4	8	8	9	3	4	-
	1.5	1.3	1.5	10.0	3.3	1.4	1.4	.2	1.6	3.0	5.2	1.1	1.2	.9	
SINCE WE HAVE PLENTY OF GAS AND OIL THERE IS NO REAL NEED TO CONSERVE ENERGY															
AGREE	223	129	94	-	16	23	61	59	22	42	35	121	33	34	-
	13.5	13.2	14.1		17.8	15.9	14.4	12.3	8.6	15.9	23.0	14.8	13.6	8.0	
DISAGREE	1409	835	565	9	74	118	357	413	232	215	110	684	205	390	20
	84.9	85.1	84.6	90.0	82.2	81.4	84.2	86.2	90.6	81.1	72.4	83.7	84.4	91.3	100.0
NOT APPLICABLE	27	17	9	1	-	4	6	7	2	8	7	12	5	3	-
	1.6	1.7	1.3	10.0		2.7	1.4	1.5	.8	3.0	4.6	1.5	2.0	.7	

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
SOON EVERYONE IS GOING TO HAVE TO USE LESS ENERGY														
AGREE	1312	259	993	60	221	464	419	171	37	781	468	47	9	7
	79.1	80.7	78.6	81.1	82.5	85.3	76.5	69.0	72.5	85.8	74.7	49.5	56.3	63.6
DISAGREE	319	58	249	12	42	73	119	74	11	120	145	44	7	3
	19.2	18.1	19.7	16.2	15.7	13.4	21.7	29.8	21.6	13.2	23.1	46.3	43.7	27.3
NOT APPLICABLE	28	4	22	2	5	7	10	3	3	9	14	4	-	1
	1.7	1.2	1.7	2.7	1.8	1.3	1.8	1.2	5.9	1.0	2.2	4.2		9.1
IT IS USELESS FOR THE INDIVIDUAL CONSUMER TO DO ANYTHING ABOUT ENERGY CONSERVATION														
AGREE	241	39	195	7	52	72	68	39	10	107	88	35	8	3
	14.5	12.2	15.4	9.5	19.4	13.2	12.4	15.7	19.6	11.8	14.0	36.8	50.0	27.3
DISAGREE	1394	280	1051	63	212	461	476	205	40	790	532	59	6	7
	84.0	87.2	83.2	85.1	79.1	84.8	86.9	82.7	78.4	86.8	84.9	62.1	37.5	63.6
NOT APPLICABLE	24	2	18	4	4	11	4	4	1	13	7	1	2	1
	1.5	.6	1.4	5.4	1.5	2.0	.7	1.6	2.0	1.4	1.1	1.1	12.5	9.1
SINCE WE HAVE PLENTY OF GAS AND OIL THERE IS NO REAL NEED TO CONSERVE ENERGY														
AGREE	223	20	190	13	41	67	61	45	9	89	84	41	6	3
	13.5	6.3	15.0	17.6	15.3	12.3	11.1	18.1	17.7	9.8	13.4	43.2	37.5	27.3
DISAGREE	1409	298	1053	58	222	468	480	202	37	815	527	51	10	6
	84.9	92.8	83.3	78.4	82.8	86.0	87.6	81.5	72.5	89.6	84.1	53.7	62.5	54.5
NOT APPLICABLE	27	3	21	3	5	9	7	1	5	6	16	3	-	2
	1.6	.9	1.7	4.0	1.9	1.7	1.3	.4	9.8	.6	2.5	3.1		18.2

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
RESENT UTILITIES AND GOVERNMENTS ASKING ME TO SAVE MORE ENERGY															
AGREE	580	81	84	73	60	70	59	80	73	305	268	265	101	83	128
	35.0	40.5	40.6	36.3	28.2	34.6	28.8	35.7	35.3	37.9	32.4	34.1	32.4	35.3	39.3
DISAGREE	1051	118	120	119	150	129	145	141	129	487	545	496	209	149	191
	63.3	59.0	58.0	59.2	70.4	63.9	70.7	63.0	62.3	60.5	66.0	63.8	67.0	63.4	58.6
NOT APPLICABLE	28	1	3	9	3	3	1	3	5	13	13	16	2	3	7
	1.7	.5	1.4	4.5	1.4	1.5	.5	1.3	2.4	1.6	1.6	2.1	.6	1.3	2.1
IF CANADIAN DON'T REDUCE THE AMOUNT OF GAS AND OIL THEY USE, IN A FEW YEARS CANADA WILL BE TOO DEPENDENT ON FOREIGN OIL PRODUCERS															
AGREE	883	108	133	136	86	99	96	115	110	390	474	439	157	115	167
	53.2	54.0	64.3	67.7	40.4	49.0	46.8	51.3	53.1	48.5	57.4	56.5	50.3	48.9	51.2
DISAGREE	697	84	59	52	123	94	103	98	84	380	311	314	145	101	134
	42.0	42.0	28.5	25.9	57.7	46.5	50.3	43.8	40.6	47.2	37.6	40.4	46.5	43.0	41.1
NOT APPLICABLE	79	8	15	13	4	9	6	11	13	35	41	24	10	19	25
	4.8	4.0	7.2	6.4	1.9	4.5	2.9	4.9	6.3	4.3	5.0	3.1	3.2	8.1	7.7
BUSINESS WASTE FAR MORE ENERGY THAN CONSUMERS DO															
AGREE	1049	135	149	135	125	127	116	143	119	454	582	500	188	140	213
	63.2	67.5	72.0	67.2	58.7	62.9	56.6	63.8	57.5	56.4	70.5	64.3	60.2	59.6	65.3
DISAGREE	487	55	41	51	80	64	72	60	64	300	173	243	96	78	70
	29.4	27.5	19.8	25.4	37.6	31.7	35.1	26.8	30.9	37.3	20.9	31.3	30.8	33.2	21.5
NOT APPLICABLE	123	10	17	15	8	11	17	21	24	51	71	34	28	17	43
	7.4	5.0	8.2	7.4	3.7	5.4	8.3	9.4	11.6	6.3	8.6	4.4	9.0	7.2	13.2

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
RESENT UTILITIES AND GOVERNMENTS ASKING ME TO SAVE MORE ENERGY												
AGREE	580	203	143	215	19	308	29	52	34	137	12	8
	35.0	38.5	34.1	32.8	33.3	34.3	35.4	37.7	48.6	31.9	40.0	72.7
DISAGREE	1051	317	271	426	37	582	52	82	36	279	17	3
	63.3	60.2	64.5	65.1	64.9	64.8	63.4	59.4	51.4	64.9	56.7	27.3
NOT APPLICABLE	28	7	6	14	1	8	1	4	-	14	1	-
	1.7	1.3	1.4	2.1	1.8	.9	1.2	2.9		3.2	3.3	
IF CANADIAN DON'T REDUCE THE AMOUNT OF GAS AND OIL THEY USE, IN A FEW YEARS CANADA WILL BE TOO DEPENDENT ON FOREIGN OIL PRODUCERS												
AGREE	883	287	218	349	29	459	43	84	32	242	17	6
	53.2	54.5	51.9	53.3	50.9	51.1	52.4	60.9	45.7	56.3	56.7	54.5
DISAGREE	697	222	181	269	25	391	38	48	36	168	11	5
	42.0	42.1	43.1	41.1	43.8	43.6	46.4	34.8	51.4	39.1	36.7	45.5
NOT APPLICABLE	79	18	21	37	3	48	1	6	2	20	2	-
	4.8	3.4	5.0	5.6	5.3	5.3	1.2	4.3	2.9	4.6	6.6	
BUSINESS WASTE FAR MORE ENERGY THAN CONSUMERS DO												
AGREE	1049	339	262	411	37	559	58	94	40	273	19	6
	63.2	64.3	62.4	62.8	64.9	62.3	70.7	68.1	57.1	63.5	63.4	54.5
DISAGREE	487	160	127	183	17	274	19	33	27	123	7	4
	29.4	30.4	30.2	27.9	29.8	30.5	23.2	23.9	36.6	28.6	23.3	36.4
NOT APPLICABLE	123	28	31	61	3	65	5	11	3	34	4	1
	7.4	5.3	7.4	9.3	5.3	7.2	6.1	8.0	4.3	7.9	13.3	9.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
RESENT UTILITIES AND GOVERNMENTS ASKING ME TO SAVE MORE ENERGY															
AGREE	580	345	228	7	28	61	159	158	79	95	70	302	83	114	11
	35.0	35.2	34.1	70.0	31.1	42.1	37.5	33.0	30.8	35.8	46.1	37.0	34.2	26.7	55.0
DISAGREE	1051	630	418	3	59	81	256	317	174	164	78	505	151	308	9
	63.3	64.2	62.6	30.0	65.6	55.9	60.4	66.2	68.0	61.9	51.3	61.8	62.1	72.1	45.0
NOT APPLICABLE	28	6	22	-	3	3	9	4	3	6	4	10	9	5	-
	1.7	.6	3.3		3.3	2.0	2.1	.8	1.2	2.3	2.6	1.2	3.7	1.2	
IF CANADIAN DON'T REDUCE THE AMOUNT OF GAS AND OIL THEY USE, IN A FEW YEARS CANADA WILL BE TOO DEPENDENT ON FOREIGN OIL PRODUCERS															
AGREE	883	505	373	5	61	99	231	242	116	134	84	444	117	228	10
	53.2	51.5	55.8	50.0	67.8	68.3	54.5	50.5	45.3	50.6	55.3	54.4	48.1	53.4	50.0
DISAGREE	697	426	266	5	24	41	175	216	128	113	55	337	112	185	8
	42.0	43.4	39.8	50.0	26.7	28.3	41.3	45.1	50.0	42.6	36.2	41.2	46.1	43.3	40.0
NOT APPLICABLE	79	50	29	-	5	5	18	21	12	18	13	36	14	14	2
	4.8	5.1	4.4		5.5	3.4	4.2	4.4	4.7	6.8	8.5	4.4	5.8	3.3	10.0
BUSINESS WASTE FAR MORE ENERGY THAN CONSUMERS DO															
AGREE	1049	610	433	6	67	107	292	286	134	163	113	546	163	213	14
	63.2	62.2	64.8	60.0	74.5	73.8	68.9	59.7	52.4	61.5	74.4	66.8	67.1	49.9	70.0
DISAGREE	487	300	184	3	12	28	107	163	102	75	25	220	64	174	4
	29.4	30.6	27.6	30.0	13.3	19.3	25.2	34.0	39.8	28.3	16.4	26.9	26.3	40.7	20.0
NOT APPLICABLE	123	71	51	1	11	10	25	30	20	27	14	51	16	40	2
	7.4	7.2	7.6	10.0	12.2	6.9	5.9	6.3	7.8	10.2	9.2	6.3	6.6	9.4	10.0

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
RESENT UTILITIES AND GOVERNMENTS ASKING ME TO SAVE MORE ENERGY														
AGREE	580	88	468	24	107	163	199	94	17	284	229	50	9	8
	35.0	27.4	37.0	32.4	39.9	30.0	36.3	37.9	33.3	31.2	36.5	52.6	56.3	72.7
DISAGREE	1051	229	776	46	155	374	339	149	34	614	386	43	6	2
	63.3	71.3	61.4	62.2	57.9	68.7	61.9	60.1	66.7	67.5	61.6	45.3	37.5	18.2
NOT APPLICABLE	28	4	20	4	6	7	10	5	-	12	12	2	1	1
	1.7	1.3	1.6	5.4	2.2	1.3	1.8	2.0		1.3	1.9	2.1	6.2	9.1
IF CANADIAN DON'T REDUCE THE AMOUNT OF GAS AND OIL THEY USE, IN A FEW YEARS CANADA WILL BE TOO DEPENDENT ON FOREIGN OIL PRODUCERS														
AGREE	883	171	675	37	171	340	253	92	27	526	315	32	7	3
	53.2	53.3	53.4	50.0	63.8	62.5	46.2	37.1	52.9	57.8	50.3	33.7	43.8	27.3
DISAGREE	697	140	526	31	82	181	269	144	21	345	283	54	9	6
	42.0	43.6	41.6	41.9	30.6	33.3	49.1	58.1	41.2	37.9	45.1	56.8	56.2	54.5
NOT APPLICABLE	79	10	63	6	15	23	26	12	3	39	29	9	-	2
	4.8	3.1	5.0	8.1	5.6	4.2	4.7	4.8	5.9	4.3	4.6	9.5		18.2
BUSINESS WASTE FAR MORE ENERGY THAN CONSUMERS DO														
AGREE	1049	155	849	45	183	361	329	143	33	553	418	64	8	6
	63.2	48.3	67.2	60.8	68.3	66.4	60.0	57.7	64.7	60.8	66.7	67.4	50.0	54.5
DISAGREE	487	139	327	21	68	144	177	88	10	281	167	29	7	3
	29.4	43.3	25.9	28.4	25.4	26.5	32.3	35.5	19.6	30.9	26.6	30.5	43.8	27.3
NOT APPLICABLE	123	27	88	8	17	39	42	17	8	76	42	2	1	2
	7.4	8.4	6.9	10.8	6.3	7.1	7.7	6.8	15.7	8.3	6.7	2.1	6.2	18.2

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
GOVERNMENT AND BUSINESS SHOULD BE DOING THE ENERGY SAVING, NOT CONSUMERS															
AGREE	547	85	55	61	67	72	75	68	64	246	290	218	95	80	153
	33.0	42.5	26.6	30.3	31.4	35.6	36.6	30.3	30.9	30.6	35.1	28.1	30.4	34.0	47.0
DISAGREE	1045	105	148	129	142	125	122	133	141	529	499	534	203	147	154
	63.0	52.5	71.5	64.2	66.7	61.9	59.5	59.4	68.1	65.7	60.4	68.7	65.1	62.6	47.2
NOT APPLICABLE	67	10	4	11	4	5	8	23	2	30	37	25	14	8	19
	4.0	5.0	1.9	5.5	1.9	2.5	3.9	10.3	1.0	3.7	4.5	3.2	4.5	3.4	5.8
THE SOLUTION TO THE ENERGY SITUATION WILL MEAN THAT ALL CANADIANS WILL HAVE TO CHANGE THEIR LIFESTYLES QUITE A BIT															
AGREE	1133	134	178	155	135	125	136	134	136	529	581	517	210	172	228
	68.3	67.0	86.0	77.1	63.4	61.9	66.4	59.8	65.7	65.7	70.3	66.5	67.3	73.2	69.9
DISAGREE	487	64	24	33	76	75	64	85	66	260	222	246	96	61	82
	29.4	32.0	11.6	16.4	35.7	37.1	31.2	38.0	31.9	32.3	26.9	31.7	30.8	26.0	25.2
NOT APPLICABLE	39	2	5	13	2	2	5	5	5	16	23	14	6	2	16
	2.3	1.0	2.4	6.5	.9	1.0	2.4	2.2	2.4	2.0	2.8	1.8	1.9	.8	4.9
ANY HOMEOWNER WHO SPENDS MONEY ON HOME INSULATION IS MAKING A GOOD INVESTMENT															
AGREE	1512	186	192	180	177	182	189	213	193	736	750	723	285	211	284
	91.1	93.0	92.8	89.5	83.1	90.1	92.2	95.1	93.2	91.4	90.8	93.1	91.4	89.8	87.1
DISAGREE	117	12	12	16	32	17	12	5	11	60	56	42	25	18	32
	7.1	6.0	5.8	8.0	15.0	8.4	5.9	2.2	5.3	7.5	6.8	5.4	8.0	7.7	9.8
NOT APPLICABLE	30	2	3	5	4	3	4	6	3	9	20	12	2	6	10
	1.8	1.0	1.4	2.5	1.9	1.5	1.9	2.7	1.5	1.1	2.4	1.5	.6	2.5	3.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
GOVERNMENT AND BUSINESS SHOULD BE DOING THE ENERGY SAVING, NOT CONSUMERS												
AGREE	547	169	135	224	19	294	28	45	31	136	9	4
	33.0	32.1	32.1	34.2	33.3	32.7	34.1	32.6	44.3	31.6	30.0	36.4
DISAGREE	1045	339	270	401	35	564	51	85	38	282	18	7
	63.0	64.3	64.3	61.2	61.4	62.8	62.2	61.6	54.3	65.6	60.0	63.6
NOT APPLICABLE	67	19	15	30	3	40	3	8	1	12	3	-
	4.0	3.6	3.6	4.6	5.3	4.5	3.7	5.8	1.4	2.8	10.0	
THE SOLUTION TO THE ENERGY SITUATION WILL MEAN THAT ALL CANADIANS WILL HAVE TO CHANGE THEIR LIFESTYLES QUITE A BIT												
AGREE	1133	374	268	452	39	622	54	95	42	294	20	6
	68.3	71.0	63.8	69.0	68.4	69.3	65.9	68.9	60.0	68.4	66.7	54.5
DISAGREE	487	142	146	182	17	259	26	38	26	126	8	4
	29.4	26.9	34.8	27.8	29.8	28.8	31.7	27.5	37.1	29.3	26.7	36.4
NOT APPLICABLE	39	11	6	21	1	17	2	5	2	10	2	1
	2.3	2.1	1.4	3.2	1.8	1.9	2.4	3.6	2.9	2.3	6.6	9.1
ANY HOMEOWNER WHO SPENDS MONEY ON HOME INSULATION IS MAKING A GOOD INVESTMENT												
AGREE	1512	484	386	593	49	825	78	124	62	384	28	11
	91.1	91.8	91.9	90.6	86.0	91.9	95.1	89.8	88.6	89.3	93.4	100.0
DISAGREE	117	29	30	50	8	65	3	11	7	30	1	-
	7.1	5.5	7.1	7.6	14.0	7.2	3.7	8.0	10.0	7.0	3.3	
NOT APPLICABLE	30	14	4	12	-	8	1	3	1	16	1	-
	1.8	2.7	1.0	1.8		.9	1.2	2.2	1.4	3.7	3.3	

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
GOVERNMENT AND BUSINESS SHOULD BE DOING THE ENERGY SAVING, NOT CONSUMERS															
AGREE	547	320	224	3	40	59	155	149	52	92	93	292	66	91	5
	33.0	32.6	33.5	30.0	44.5	40.7	36.5	31.1	20.3	34.7	61.2	35.8	27.2	21.3	25.0
DISAGREE	1045	617	421	7	47	77	253	316	193	159	50	492	166	324	13
	63.0	62.9	63.0	70.0	52.2	53.1	59.7	66.0	75.4	60.0	32.9	60.2	68.3	75.9	65.0
NOT APPLICABLE	67	44	23	-	3	9	16	14	11	14	9	33	11	12	2
	4.0	4.5	3.5		3.3	6.2	3.8	2.9	4.3	5.3	5.9	4.0	4.5	2.8	10.0
THE SOLUTION TO THE ENERGY SITUATION WILL MEAN THAT ALL CANADIANS WILL HAVE TO CHANGE THEIR LIFESTYLES QUITE A BIT															
AGREE	1133	689	438	6	65	110	303	326	151	178	104	550	170	297	12
	68.3	70.3	65.6	60.0	72.2	75.9	71.5	68.1	59.0	67.2	68.4	67.3	69.9	69.6	60.0
DISAGREE	487	273	211	3	21	32	112	148	99	75	42	254	66	118	7
	29.4	27.8	31.6	30.0	23.3	22.1	26.4	30.9	38.7	28.3	27.6	31.1	27.2	27.6	35.0
NOT APPLICABLE	39	19	19	1	4	3	9	5	6	12	6	13	7	12	1
	2.3	1.9	2.8	10.0	4.5	2.0	2.1	1.0	2.3	4.5	4.0	1.6	2.9	2.8	5.0
ANY HOMEOWNER WHO SPENDS MONEY ON HOME INSULATION IS MAKING A GOOD INVESTMENT															
AGREE	1512	894	609	9	80	134	387	437	239	235	132	751	215	394	20
	91.1	91.1	91.2	90.0	88.9	92.4	91.3	91.2	93.3	88.7	86.9	91.9	88.5	92.3	100.0
DISAGREE	117	77	39	1	8	8	27	40	14	20	16	54	20	27	-
	7.1	7.9	5.8	10.0	8.9	5.5	6.4	8.4	5.5	7.5	10.5	6.6	8.2	6.3	
NOT APPLICABLE	30	10	20	-	2	3	10	2	3	10	4	12	8	6	-
	1.8	1.0	3.0		2.2	2.1	2.3	.4	1.2	3.8	2.6	1.5	3.3	1.4	

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
GOVERNMENT AND BUSINESS SHOULD BE DOING THE ENERGY SAVING, NOT CONSUMERS														
AGREE	547	76	453	18	110	163	155	94	25	268	213	54	8	4
	33.0	23.7	35.8	24.3	41.1	30.0	28.3	37.9	49.0	29.5	34.0	56.8	50.0	36.4
DISAGREE	1045	234	763	48	151	364	368	140	22	607	387	39	7	5
	63.0	72.9	60.4	64.9	56.3	66.9	67.1	56.5	43.1	66.7	61.7	41.1	43.8	45.4
NOT APPLICABLE	67	11	48	8	7	17	25	14	4	35	27	2	1	2
	4.0	3.4	3.8	10.8	2.6	3.1	4.6	5.6	7.9	3.8	4.3	2.1	6.2	18.2
THE SOLUTION TO THE ENERGY SITUATION WILL MEAN THAT ALL CANADIANS WILL HAVE TO CHANGE THEIR LIFESTYLES QUITE A BIT														
AGREE	1133	219	867	47	209	386	373	133	32	661	406	53	7	6
	68.3	68.2	68.6	63.5	78.0	71.0	68.1	53.6	62.7	72.6	64.8	55.8	43.8	54.5
DISAGREE	487	94	370	23	51	143	165	112	16	231	205	39	8	4
	29.4	29.3	29.3	31.1	19.0	26.3	30.1	45.2	31.4	25.4	32.7	41.1	50.0	36.4
NOT APPLICABLE	39	8	27	4	8	15	10	3	3	18	16	3	1	1
	2.3	2.5	2.1	5.4	3.0	2.7	1.8	1.2	5.9	2.0	2.5	3.1	6.2	9.1
ANY HOMEOWNER WHO SPENDS MONEY ON HOME INSULATION IS MAKING A GOOD INVESTMENT														
AGREE	1512	298	1149	65	237	502	499	230	44	841	570	80	12	9
	91.1	92.8	90.9	87.8	88.5	92.3	91.1	92.8	86.3	92.4	90.9	84.2	75.0	81.8
DISAGREE	117	17	94	6	21	36	45	13	2	55	46	12	3	1
	7.1	5.3	7.4	8.1	7.8	6.6	8.2	5.2	3.9	6.1	7.3	12.6	18.8	9.1
NOT APPLICABLE	30	6	21	3	10	6	4	5	5	14	11	3	1	1
	1.8	1.9	1.7	4.1	3.7	1.1	.7	2.0	9.8	1.5	1.8	3.2	6.2	9.1

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
THE OIL COMPANIES HAVE PROFITED UNFAIRLY FROM THE ENERGY SITUATION															
AGREE	1125	137	159	151	130	136	146	124	142	536	568	528	204	158	226
	67.8	68.5	76.8	75.1	61.0	67.3	71.2	55.3	68.6	66.6	68.8	68.0	65.4	67.2	69.3
DISAGREE	397	50	22	23	80	58	37	81	46	220	173	196	78	54	69
	23.9	25.0	10.6	11.5	37.6	28.7	18.1	36.2	22.2	27.3	20.9	25.2	25.0	23.0	21.2
NOT APPLICABLE	137	13	26	27	3	8	22	19	19	49	85	53	30	23	31
	8.3	6.5	12.6	13.4	1.4	4.0	10.7	8.5	9.2	6.1	10.3	6.8	9.6	9.8	9.5
THE HIGH COST OF ENERGY HAS CAUSED ME SEVERE HARDSHIP															
AGREE	551	81	81	86	62	67	60	63	51	273	268	236	106	86	119
	33.2	40.5	39.1	42.8	29.1	33.2	29.3	28.1	24.6	33.9	32.4	30.4	34.0	36.6	36.5
DISAGREE	1088	118	125	110	148	134	144	154	155	522	550	533	204	148	199
	65.6	59.0	60.4	54.7	69.5	66.3	70.2	68.8	74.9	64.9	66.6	68.6	65.4	63.0	61.0
NOT APPLICABLE	20	1	1	5	3	1	1	7	1	10	8	8	2	1	8
	1.2	.5	.5	2.5	1.4	.5	.5	3.1	.5	1.2	1.0	1.0	.6	.4	2.5

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	39	11
THE OIL COMPANIES HAVE PROFITED UNFAIRLY FROM THE ENERGY SITUATION												
AGREE	1125	346	283	456	40	604	57	94	40	300	24	6
	67.8	65.7	67.4	69.6	70.2	67.3	69.5	68.1	57.1	69.8	80.0	54.5
DISAGREE	397	145	99	143	10	221	19	28	24	97	4	4
	23.9	27.5	23.6	21.8	17.5	24.6	23.2	20.3	34.3	22.5	13.3	36.4
NOT APPLICABLE	137	36	38	56	7	73	6	16	6	33	2	1
	8.3	6.8	9.0	8.6	12.3	8.1	7.3	11.6	8.6	7.7	6.7	9.1
THE HIGH COST OF ENERGY HAS CAUSED ME SEVERE HARDSHIP												
AGREE	551	181	139	210	21	285	32	59	19	143	12	1
	33.2	34.4	33.1	32.1	36.9	31.7	39.0	42.8	27.1	33.3	40.0	9.1
DISAGREE	1088	340	276	438	34	604	50	79	51	277	17	10
	65.6	64.5	65.7	66.9	59.6	67.3	61.0	57.2	72.9	64.4	56.7	90.9
NOT APPLICABLE	20	6	5	7	2	9	-	-	-	10	1	-
	1.2	1.1	1.2	1.0	3.5	1.0				2.3	3.3	

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEMENTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
THE OIL COMPANIES HAVE PROFITED UNFAIRLY FROM THE ENERGY SITUATION															
AGREE	1125	658	460	7	66	96	315	323	149	176	118	554	168	270	15
	67.8	67.1	68.9	70.0	73.3	66.2	74.3	67.4	58.2	66.4	77.7	67.8	69.1	63.2	75.0
DISAGREE	397	245	150	2	13	27	76	124	91	66	23	189	58	123	4
	23.9	25.0	22.4	20.0	14.5	18.6	17.9	25.9	35.5	24.9	15.1	23.1	23.9	28.8	20.0
NOT APPLICABLE	137	78	58	1	11	22	33	32	16	23	11	74	17	34	1
	8.3	7.9	8.7	10.0	12.2	15.2	7.8	6.7	6.3	8.7	7.2	9.1	7.0	8.0	5.0
THE HIGH COST OF ENERGY HAS CAUSED ME SEVERE HARDSHIP															
AGREE	551	321	228	2	42	63	165	136	50	95	73	296	73	100	9
	33.2	32.7	34.1	20.0	46.7	43.4	38.9	28.4	19.5	35.9	48.0	36.2	30.0	23.4	45.0
DISAGREE	1088	652	428	8	47	79	256	341	203	162	76	512	165	325	10
	65.6	66.5	64.1	80.0	52.2	54.5	60.4	71.2	79.3	61.1	50.0	62.7	67.9	76.1	50.0
NOT APPLICABLE	20	8	12	-	1	3	3	2	3	8	3	9	5	2	1
	1.2	.8	1.8		1.1	2.1	.7	.4	1.2	3.0	2.0	1.1	2.1	.5	5.0

AGREEMENT OR DISAGREEMENT WITH STATEMENTS ON ENERGY SITUATION Q.6
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
THE OIL COMPANIES HAVE PROFITED UNFAIRLY FROM THE ENERGY SITUATION														
AGREE	1125	175	908	42	191	378	363	159	34	603	429	73	13	7
	67.8	54.5	71.8	56.8	71.3	69.5	66.3	64.1	66.7	66.3	68.4	76.8	81.3	63.6
DISAGREE	397	125	254	18	55	113	147	70	12	242	137	13	3	2
	23.9	39.0	20.1	24.3	20.5	20.8	26.8	28.2	23.5	26.6	21.9	13.7	18.7	18.2
NOT APPLICABLE	137	21	102	14	22	53	38	19	5	65	61	9	-	2
	8.3	6.5	8.1	18.9	8.2	9.7	6.9	7.7	9.8	7.1	9.7	9.5		18.2
THE HIGH COST OF ENERGY HAS CAUSED ME SEVERE HARDSHIP														
AGREE	551	67	463	21	122	195	154	67	13	321	182	33	7	8
	33.2	20.9	36.6	28.4	45.5	35.8	28.1	27.0	25.5	35.3	29.0	34.7	43.8	72.7
DISAGREE	1088	251	788	49	142	340	393	176	37	574	441	62	9	2
	65.6	78.2	62.4	66.2	53.0	62.5	71.7	71.0	72.5	63.1	70.4	65.3	56.2	18.2
NOT APPLICABLE	20	3	13	4	4	9	1	5	1	15	4	-	-	1
	1.2	.9	1.0	5.4	1.5	1.7	.2	2.0	2.0	1.6	.6			9.1

IMPORTANCE OF EFFORTS BY INDIVIDUALS TO CONSERVE ENERGY Q.7
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
VERY IMPORTANT	910	119	79	82	149	122	113	130	116	424	468	408	176	130	190
	54.9	59.5	38.2	40.8	69.9	60.4	55.1	58.0	56.0	52.7	56.6	52.5	56.4	55.3	58.3
SOMEWHAT IMPORTANT	627	70	107	92	48	66	79	81	84	311	307	317	116	84	107
	37.8	35.0	51.7	45.8	22.5	32.7	38.5	36.2	40.6	38.6	37.2	40.8	37.2	35.7	32.8
NOT TOO IMPORTANT	95	6	20	22	11	13	11	8	4	57	37	44	17	15	19
	5.7	3.0	9.6	10.9	5.2	6.4	5.4	3.6	1.9	7.1	4.5	5.7	5.5	6.4	5.8
NOT IMPORTANT AT ALL	16	3	1	2	3	1	1	3	2	11	5	6	1	3	6
	1.0	1.5	.5	1.0	1.4	.5	.5	1.3	1.0	1.4	.6	.8	.3	1.3	1.9
DON'T KNOW	9	2	-	2	1	-	1	2	1	1	8	2	2	1	4
	.5	1.0		1.0	.5		.5	.9	.5	.1	1.0	.2	.6	.4	1.2
NOT APPLICABLE	2	-	-	1	1	-	-	-	-	1	1	-	-	2	-
	.1			.5	.5					.1	.1			.9	

IMPORTANCE OF EFFORTS BY INDIVIDUALS TO CONSERVE ENERGY Q.7
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
VERY IMPORTANT	910	280	222	376	32	499	45	71	33	237	19	6
	54.9	53.1	52.8	57.4	56.1	55.6	54.9	51.5	47.2	55.1	63.3	54.5
SOMEWHAT IMPORTANT	627	210	165	229	23	338	30	56	28	161	9	5
	37.8	39.8	39.3	35.0	40.4	37.6	36.6	40.6	40.0	37.4	30.0	45.5
NOT TOO IMPORTANT	95	30	26	37	2	47	4	8	7	27	2	-
	5.7	5.7	6.2	5.6	3.5	5.2	4.9	5.8	10.0	6.3	6.7	
NOT IMPORTANT AT ALL	16	4	5	7	-	9	2	1	1	3	-	-
	1.0	.8	1.2	1.1		1.0	2.4	.7	1.4	.7		
DON'T KNOW	9	2	2	5	-	5	1	1	-	2	-	-
	.5	.4	.5	.8		.6	1.2	.7		.5		
NOT APPLICABLE	2	1	-	1	-	-	-	1	1	-	-	-
	.1	.2		.1				.7	1.4			

IMPORTANCE OF EFFORTS BY INDIVIDUALS TO CONSERVE ENERGY Q.7
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
VERY IMPORTANT	910	552	353	5	55	84	219	253	153	146	83	436	143	235	13
	54.9	56.3	52.9	50.0	61.1	57.9	51.7	52.8	59.8	55.1	54.6	53.4	58.9	55.1	65.0
SOMEWHAT IMPORTANT	627	361	262	4	31	53	169	190	86	98	51	321	87	162	6
	37.8	36.8	39.2	40.0	34.5	36.6	39.8	39.7	33.6	37.0	33.6	39.3	35.8	37.9	30.0
NOT TOO IMPORTANT	95	51	43	1	3	8	30	32	11	11	14	46	10	24	1
	5.7	5.2	6.4	10.0	3.3	5.5	7.1	6.7	4.3	4.1	9.2	5.6	4.1	5.6	5.0
NOT IMPORTANT AT ALL	16	10	6	-	-	-	3	4	5	4	1	10	2	3	-
	1.0	1.0	.9				.7	.8	1.9	1.5	.7	1.2	.8	.7	
DON'T KNOW	9	6	3	-	-	-	2	-	1	6	2	4	1	2	-
	.5	.6	.5				.5		.4	2.3	1.3	.5	.4	.5	
NOT APPLICABLE	2	1	1	-	1	-	1	-	-	-	1	-	-	1	-
	.1	.1	.1		1.1		.2				.6			.2	

CONSUMER CONTACT - STUDY #363-82

IMPORTANCE OF EFFORTS BY INDIVIDUALS TO CONSERVE ENERGY Q.7
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
VERY IMPORTANT	910 54.9	188 58.6	686 54.3	36 48.6	164 61.2	295 54.2	292 53.3	130 52.4	29 56.9	910 100.0	-	-	-	-
SOMEWHAT IMPORTANT	627 37.8	109 34.0	485 38.4	33 44.6	85 31.7	211 38.8	222 40.5	91 36.7	18 35.3	-	627 100.0	-	-	-
NOT TOO IMPORTANT	95 5.7	19 5.9	73 5.8	3 4.1	13 4.9	35 6.4	27 4.9	18 7.3	2 3.9	-	-	95 100.0	-	-
NOT IMPORTANT AT ALL	16 1.0	4 1.2	12 .9	-	3 1.1	1 .2	5 .9	7 2.8	-	-	-	-	16 100.0	-
DON'T KNOW	9 .5	1 .3	6 .5	2 2.7	2 .7	2 .4	1 .2	2 .8	2 3.9	-	-	-	-	9 81.8
NOT APPLICABLE	2 .1	-	2 .1	-	1 .4	-	1 .2	-	-	-	-	-	-	2 18.2

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
A SPECIAL TAX ON CARS THAT GET LESS THAN 20 MILES TO THE GALLON															
SUPPORT	744	92	88	94	99	103	89	84	95	407	329	388	141	91	120
	44.9	46.0	42.5	46.8	46.5	51.0	43.4	37.5	45.9	50.6	39.8	49.9	45.2	38.7	36.8
NOT SUPPORT	873	106	115	99	105	95	111	134	108	391	463	381	161	141	185
	52.6	53.0	55.6	49.2	49.3	47.0	54.1	59.8	52.2	48.6	56.1	49.0	51.6	60.0	56.8
NOT APPLICABLE	30	1	4	8	8	1	3	5	-	5	24	6	6	2	16
	1.8	.5	1.9	4.0	3.7	.5	1.5	2.2		.6	2.9	.8	1.9	.9	4.9
DON'T KNOW/NOT STATED	12	1	-	-	1	3	2	1	4	2	10	2	4	1	5
	.7	.5			.5	1.5	1.0	.5	1.9	.2	1.2	.3	1.3	.4	1.5
A PROGRAM THAT REQUIRES ALL HOMEOWNERS TO PAY $25 TO HAVE THEIR HOUSE RATED FOR ENERGY EFFICIENCY. A CERTIFIED PERSON WOULD EXAMINE THE HOUSE AND MAKE RECOMMENDATIONS															
SUPPORT	739	74	119	108	58	109	94	92	85	359	371	396	130	98	112
	44.6	37.0	57.5	53.7	27.2	54.0	45.8	41.1	41.1	44.6	44.9	51.0	41.7	41.7	34.3
NOT SUPPORT	882	121	84	89	150	89	109	126	114	433	431	365	177	132	203
	53.2	60.5	40.6	44.3	70.4	44.0	53.2	56.3	55.1	53.8	52.2	47.0	56.7	56.2	62.3
NOT APPLICABLE	29	4	3	3	5	2	1	5	6	8	20	11	4	3	10
	1.7	2.0	1.4	1.5	2.4	1.0	.5	2.2	2.9	1.0	2.4	1.4	1.3	1.3	3.1
DON'T KNOW/NOT STATED	9	1	1	1	-	2	1	1	2	5	4	5	1	2	1
	.5	.5	.5	.5		1.0	.5	.4	.9	.6	.5	.6	.3	.8	.3
TAX ON ALL HEATING FUELS, ELECTRICITY AND GASOLINE TO ENCOURAGE PEOPLE TO CONSERVE															
SUPPORT	329	18	33	51	51	45	41	51	39	155	168	161	51	57	59
	19.8	9.0	15.9	25.4	23.9	22.3	20.0	22.8	18.8	19.3	20.3	20.7	16.4	24.3	18.1
NOT SUPPORT	1308	181	168	144	161	153	163	171	167	642	644	608	254	176	262
	78.9	90.5	81.2	71.6	75.6	75.7	79.5	76.3	80.7	79.7	78.0	78.3	81.4	74.9	80.4
NOT APPLICABLE	19	1	6	6	1	2	-	2	1	7	12	5	7	2	5
	1.1	.5	2.9	3.0	.5	1.0		.9	.5	.9	1.5	.6	2.2	.8	1.5
DON'T KNOW/NOT STATED	3	-	-	-	-	2	1	-	-	1	2	3	-	-	-
	.2					1.0	.5			.1	.2	.4			

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
A SPECIAL TAX ON CARS THAT GET LESS THAN 20 MILES TO THE GALLON												
SUPPORT	744	246	181	296	21	397	38	58	36	199	12	4
	44.9	46.7	43.1	45.2	36.8	44.2	46.4	42.0	51.4	46.3	40.0	36.4
NOT SUPPORT	873	275	232	334	32	479	41	73	33	223	17	7
	52.6	52.2	55.3	51.0	56.1	53.3	50.0	52.9	47.2	51.9	56.7	63.6
NOT APPLICABLE	30	3	6	18	3	15	1	6	1	6	1	-
	1.8	.6	1.4	2.7	5.3	1.7	1.2	4.4	1.4	1.4	3.3	
DON'T KNOW/NOT STATED	12	3	1	7	1	7	2	1	-	2	-	-
	.7	.5	.2	1.1	1.8	.8	2.4	.7		.4		
A PROGRAM THAT REQUIRES ALL HOMEOWNERS TO PAY $25 TO HAVE THEIR HOUSE RATED FOR ENERGY EFFICIENCY. A CERTIFIED PERSON WOULD EXAMINE THE HOUSE AND MAKE RECOMMENDATIONS												
SUPPORT	739	237	182	291	29	377	35	67	31	209	17	3
	44.6	45.0	43.3	44.4	50.9	42.0	42.7	48.6	44.3	48.6	56.7	27.3
NOT SUPPORT	882	279	227	353	23	509	44	67	38	205	13	6
	53.2	52.9	54.1	53.9	40.3	56.7	53.7	48.6	54.3	47.7	43.3	54.5
NOT APPLICABLE	29	9	8	7	5	8	3	2	-	14	-	2
	1.7	1.7	1.9	1.1	8.8	.9	3.6	1.4		3.2		18.2
DON'T KNOW/NOT STATED	9	2	3	4	-	4	-	2	1	2	-	-
	.5	.4	.7	.6		.4		1.4	1.4	.5		
TAX ON ALL HEATING FUELS, ELECTRICITY AND GASOLINE TO ENCOURAGE PEOPLE TO CONSERVE												
SUPPORT	329	108	86	121	14	160	20	32	18	95	3	1
	19.8	20.5	20.5	18.5	24.6	17.8	24.4	23.2	25.7	22.1	10.0	9.1
NOT SUPPORT	1308	412	331	524	41	730	62	101	52	326	27	10
	78.9	78.2	78.8	80.0	71.9	81.3	75.6	73.2	74.3	75.8	90.0	90.9
NOT APPLICABLE	19	6	2	9	2	7	-	5	-	7	-	-
	1.1	1.1	.5	1.4	3.5	.8		3.6		1.6		
DON'T KNOW/NOT STATED	3	1	1	1	-	1	-	-	-	2	-	-
	.2	.2	.2	.1		.1				.5		

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
A SPECIAL TAX ON CARS THAT GET LESS THAN 20 MILES TO THE GALLON															
SUPPORT	744	425	313	6	42	55	182	243	124	98	53	322	119	245	5
	44.9	43.3	46.9	60.0	46.7	37.9	42.9	50.8	48.4	37.0	34.9	39.4	49.0	57.4	25.0
NOT SUPPORT	873	530	339	4	43	83	234	230	130	153	85	480	118	176	14
	52.6	54.0	50.7	40.0	47.8	57.3	55.2	48.0	50.8	57.7	55.9	58.8	48.5	41.2	70.0
NOT APPLICABLE	30	18	12	-	4	5	4	4	2	11	8	11	6	5	-
	1.8	1.9	1.8		4.4	3.4	1.0	.8	.8	4.2	5.3	1.3	2.5	1.2	
DON'T KNOW/NOT STATED	12	8	4	-	1	2	4	2	-	3	6	4	-	1	1
	.7	.8	.6		1.1	1.4	.9	.4		1.1	3.9	.5		.2	5.0
A PROGRAM THAT REQUIRES ALL HOMEOWNERS TO PAY $25 TO HAVE THEIR HOUSE RATED FOR ENERGY EFFICIENCY. A CERTIFIED PERSON WOULD EXAMINE THE HOUSE AND MAKE RECOMMENDATIONS															
SUPPORT	739	400	335	4	47	78	201	207	115	91	62	348	118	208	3
	44.6	40.8	50.2	40.0	52.2	53.8	47.4	43.2	44.9	34.4	40.8	42.6	48.6	48.7	15.0
NOT SUPPORT	882	569	309	4	41	64	215	263	137	162	83	456	119	209	15
	53.2	58.0	46.3	40.0	45.6	44.1	50.7	54.9	53.5	61.1	54.6	55.8	49.0	48.9	75.0
NOT APPLICABLE	29	7	21	1	2	3	5	8	3	8	5	9	5	8	2
	1.7	.7	3.1	10.0	2.2	2.1	1.2	1.7	1.2	3.0	3.3	1.1	2.0	1.9	10.0
DON'T KNOW/NOT STATED	9	5	3	1	-	-	3	1	1	4	2	4	1	2	-
	.5	.5	.4	10.0			.7	.2	.4	1.5	1.3	.5	.4	.5	
TAX ON ALL HEATING FUELS, ELECTRICITY AND GASOLINE TO ENCOURAGE PEOPLE TO CONSERVE															
SUPPORT	329	168	159	2	20	36	85	92	43	53	31	152	51	93	2
	19.8	17.1	23.8	20.0	22.2	24.8	20.1	19.2	16.8	20.0	20.4	18.6	21.0	21.8	10.0
NOT SUPPORT	1308	806	494	8	69	106	332	382	213	206	117	659	190	324	18
	78.9	82.2	74.0	80.0	76.7	73.1	78.3	79.8	83.2	77.7	77.0	80.7	78.2	75.9	90.0
NOT APPLICABLE	19	6	13	-	1	3	6	4	-	5	4	5	2	8	-
	1.1	.6	1.9		1.1	2.1	1.4	.8		1.9	2.6	.6	.8	1.9	
DON'T KNOW/NOT STATED	3	1	2	-	-	-	1	1	-	1	-	1	-	2	-
	.2	.1	.3				.2	.2		.4		.1		.4	

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
A SPECIAL TAX ON CARS THAT GET LESS THAN 20 MILES TO THE GALLON														
SUPPORT	744	187	525	32	124	252	245	101	22	437	265	37	2	3
	44.9	58.3	41.5	43.2	46.3	46.3	44.7	40.7	43.1	48.0	42.3	38.9	12.5	27.3
NOT SUPPORT	873	132	704	37	138	280	288	141	26	446	350	58	13	6
	52.6	41.1	55.7	50.0	51.5	51.5	52.6	56.9	51.0	49.0	55.8	61.1	81.3	54.5
NOT APPLICABLE	30	2	24	4	6	10	9	4	1	19	8	-	1	2
	1.8	.6	1.9	5.4	2.2	1.8	1.6	1.6	2.0	2.1	1.3		6.2	18.2
DON'T KNOW/NOT STATED	12	-	11	1	-	2	6	2	2	8	4	-	-	-
	.7		.9	1.4		.4	1.1	.8	3.9	.9	.6			
A PROGRAM THAT REQUIRES ALL HOMEOWNERS TO PAY $25 TO HAVE THEIR HOUSE RATED FOR ENERGY EFFICIENCY. A CERTIFIED PERSON WOULD EXAMINE THE HOUSE AND MAKE RECOMMENDATIONS														
SUPPORT	739	146	564	29	132	274	227	83	23	414	280	39	4	2
	44.6	45.5	44.6	39.2	49.3	50.4	41.4	33.5	45.1	45.5	44.7	41.1	25.0	18.2
NOT SUPPORT	882	168	671	43	129	259	309	158	27	469	338	56	11	8
	53.2	52.3	53.1	58.1	48.1	47.6	56.4	63.7	52.9	51.5	53.9	58.9	68.8	72.7
NOT APPLICABLE	29	5	22	2	6	8	9	5	1	19	8	-	1	1
	1.7	1.6	1.7	2.7	2.2	1.5	1.7	2.0	2.0	2.1	1.3		6.2	9.1
DON'T KNOW/NOT STATED	9	2	7	-	1	3	3	2	-	8	1	-	-	-
	.5	.6	.6		.4	.5	.5	.8		.9	.1			
TAX ON ALL HEATING FUELS, ELECTRICITY AND GASOLINE TO ENCOURAGE PEOPLE TO CONSERVE														
SUPPORT	329	80	235	14	63	115	101	37	13	197	109	19	2	2
	19.8	24.9	18.6	18.9	23.5	21.1	18.4	14.9	25.5	21.7	17.4	20.0	12.5	18.2
NOT SUPPORT	1308	236	1016	56	199	423	440	208	38	702	511	74	14	7
	78.9	73.5	80.4	75.7	74.3	77.8	80.3	83.9	74.5	77.1	81.5	77.9	87.5	63.6
NOT APPLICABLE	19	4	11	4	6	6	6	1	-	11	6	1	-	1
	1.1	1.3	.9	5.4	2.2	1.1	1.1	.4		1.2	1.0	1.1		9.1
DON'T KNOW/NOT STATED	3	1	2	-	-	-	1	2	-	-	1	1	-	1
	.2	.3	.1				.2	.8			.1	1.0		9.1

CONSUMER CONTACT - STUDY #363-82

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
PRICING ELECTRICITY SO THAT THE COST PER KILOWATT HRS. BECOMES MORE EXPENSIVE THE MORE YOU USE															
SUPPORT	712	76	99	105	70	82	77	103	100	347	354	370	132	89	116
	42.9	38.0	47.8	52.2	32.9	40.6	37.6	46.0	48.3	43.1	42.9	47.6	42.3	37.9	35.6
NOT SUPPORT	896	119	99	86	141	112	128	114	97	435	444	392	168	136	197
	54.0	59.5	47.8	42.8	66.2	55.4	62.4	50.9	46.9	54.1	53.7	50.5	53.9	57.9	60.4
NOT APPLICABLE	37	2	8	9	2	5	-	6	5	18	19	8	7	8	13
	2.2	1.0	3.9	4.5	.9	2.5		2.7	2.4	2.2	2.3	1.0	2.2	3.4	4.0
DON'T KNOW/NOT STATED	14	3	1	1	-	3	-	1	5	5	9	7	5	2	-
	.9	1.5	.5	.5		1.5		.4	2.4	.6	1.1	.9	1.6	.8	
RATIONING THE AMOUNT OF GASOLINE HEATING OIL AND ELECTRICITY EACH PERSON CAN USE															
SUPPORT	305	29	41	50	42	39	39	34	31	130	171	142	51	45	64
	18.4	14.5	19.8	24.9	19.7	19.3	19.0	15.2	15.0	16.1	20.7	18.3	16.3	19.1	19.7
NOT SUPPORT	1329	167	163	146	171	159	162	189	172	668	637	626	256	185	256
	80.1	83.5	78.7	72.6	80.3	78.7	79.0	84.4	83.1	83.0	77.1	80.6	82.1	78.7	78.5
NOT APPLICABLE	11	-	1	5	-	1	1	1	2	3	8	4	1	3	3
	.7		.5	2.5		.5	.5	.4	1.0	.4	1.0	.5	.3	1.3	.9
DON'T KNOW/NOT STATED	14	4	2	-	-	3	3	-	2	4	10	5	4	2	3
	.8	2.0	1.0			1.5	1.5		.9	.5	1.2	.6	1.3	.9	.9
SUBSIDIES TO IMPROVE PUBLIC TRANSIT TO ENCOURAGE PEOPLE TO LEAVE THEIR CARS AT HOME															
SUPPORT	1360	162	180	173	161	163	168	187	166	653	684	665	248	193	248
	82.0	81.0	86.9	86.1	75.6	80.7	81.9	83.5	80.2	81.1	82.8	85.6	79.5	82.1	76.1
NOT SUPPORT	275	37	24	23	50	37	35	33	36	140	132	109	58	37	68
	16.6	18.5	11.6	11.4	23.5	18.3	17.1	14.7	17.4	17.4	16.0	14.0	18.6	15.7	20.9
NOT APPLICABLE	17	1	2	5	2	1	-	3	3	9	6	2	4	3	8
	1.0	.5	1.0	2.5	.9	.5		1.3	1.4	1.1	.7	.3	1.3	1.3	2.4
DON'T KNOW/NOT STATED	7	-	1	-	-	1	2	1	2	3	4	1	2	2	2
	.4		.5			.5	1.0	.5	1.0	.4	.5	.1	.6	.9	.6

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
PRICING ELECTRICITY SO THAT THE COST PER KILOWATT HRS. BECOMES MORE EXPENSIVE THE MORE YOU USE												
SUPPORT	712	229	172	285	26	358	41	62	32	202	15	2
	42.9	43.4	40.9	43.5	45.6	39.9	50.0	44.9	45.7	47.0	50.0	18.2
NOT SUPPORT	896	284	234	351	27	514	41	71	35	212	15	8
	54.0	53.9	55.7	53.6	47.4	57.2	50.0	51.5	50.0	49.3	50.0	72.7
NOT APPLICABLE	37	12	7	14	4	18	-	5	-	13	-	1
	2.2	2.3	1.7	2.1	7.0	2.0		3.6		3.0		9.1
DON'T KNOW/NOT STATED	14	2	7	5	-	8	-	-	3	3	-	-
	.9	.4	1.7	.8		.9			4.3	.7		
RATIONING THE AMOUNT OF GASOLINE HEATING OIL AND ELECTRICITY EACH PERSON CAN USE												
SUPPORT	305	89	78	131	7	153	16	31	11	86	8	-
	18.4	16.9	18.6	20.0	12.3	17.0	19.5	22.5	15.7	20.0	26.7	
NOT SUPPORT	1329	433	338	512	46	733	65	104	59	336	21	11
	80.1	82.2	80.5	78.2	80.7	81.6	79.3	75.4	84.3	78.2	70.0	100.0
NOT APPLICABLE	11	2	1	5	3	4	1	1	-	4	1	-
	.7	.4	.2	.8	5.3	.5	1.2	.7		.9	3.3	
DON'T KNOW/NOT STATED	14	3	3	7	1	8	-	2	-	4	-	-
	.8	.5	.7	1.0	1.7	.9		1.4		.9		
SUBSIDIES TO IMPROVE PUBLIC TRANSIT TO ENCOURAGE PEOPLE TO LEAVE THEIR CARS AT HOME												
SUPPORT	1360	429	342	540	49	729	68	115	58	356	26	8
	82.0	81.4	81.4	82.4	86.0	81.2	82.9	83.3	82.9	82.8	86.7	72.7
NOT SUPPORT	275	94	70	106	5	161	13	18	10	67	4	2
	16.6	17.8	16.7	16.2	8.8	17.9	15.9	13.1	14.3	15.6	13.3	18.2
NOT APPLICABLE	17	1	6	7	3	7	-	2	1	6	-	1
	1.0	.2	1.4	1.1	5.2	.8		1.4	1.4	1.4		9.1
DON'T KNOW/NOT STATED	7	3	2	2	-	1	1	3	1	1	-	-
	.4	.6	.5	.3		.1	1.2	2.2	1.4	.2		

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
PRICING ELECTRICITY SO THAT THE COST PER KILOWATT HRS. BECOMES MORE EXPENSIVE THE MORE YOU USE															
SUPPORT	712	400	307	5	41	62	175	209	110	115	55	313	108	227	9
	42.9	40.8	46.0	50.0	45.6	42.7	41.3	43.6	42.9	43.4	36.2	38.3	44.4	53.2	45.0
NOT SUPPORT	896	557	336	3	45	81	234	259	140	137	91	480	128	188	9
	54.0	56.8	50.3	30.0	50.0	55.9	55.2	54.1	54.7	51.7	59.9	58.8	52.7	44.0	45.0
NOT APPLICABLE	37	16	19	2	4	2	9	9	3	10	4	17	5	9	2
	2.2	1.6	2.8	20.0	4.4	1.4	2.1	1.9	1.2	3.8	2.6	2.1	2.1	2.1	10.0
DON'T KNOW/NOT STATED	14	8	6	-	-	-	6	2	3	3	2	7	2	3	-
	.9	.8	.9				1.4	.4	1.2	1.1	1.3	.8	.8	.7	
RATIONING THE AMOUNT OF GASOLINE HEATING OIL AND ELECTRICITY EACH PERSON CAN USE															
SUPPORT	305	165	137	3	25	39	77	78	31	55	35	156	42	69	3
	18.4	16.8	20.5	30.0	27.8	26.9	18.2	16.3	12.1	20.8	23.0	19.1	17.3	16.1	15.0
NOT SUPPORT	1329	802	520	7	61	102	341	397	224	204	108	653	197	354	17
	80.1	81.8	77.9	70.0	67.8	70.3	80.4	82.9	87.5	77.0	71.1	79.9	81.1	82.9	85.0
NOT APPLICABLE	11	4	7	-	4	1	4	-	-	2	3	4	2	2	-
	.7	.4	1.0		4.4	.7	.9			.7	2.0	.5	.8	.5	
DON'T KNOW/NOT STATED	14	10	4	-	-	3	2	4	1	4	6	4	2	2	-
	.8	1.0	.6			2.1	.5	.8	.4	1.5	3.9	.5	.8	.5	
SUBSIDIES TO IMPROVE PUBLIC TRANSIT TO ENCOURAGE PEOPLE TO LEAVE THEIR CARS AT HOME															
SUPPORT	1360	796	557	7	75	124	348	390	212	211	118	670	199	356	17
	82.0	81.2	83.4	70.0	83.3	85.5	82.1	81.4	82.8	79.6	77.6	82.0	81.9	83.4	85.0
NOT SUPPORT	275	174	99	2	13	18	72	83	44	45	30	132	40	70	3
	16.6	17.7	14.8	20.0	14.5	12.4	17.0	17.4	17.2	17.0	19.7	16.1	16.5	16.4	15.0
NOT APPLICABLE	17	8	8	1	1	2	2	3	-	9	1	12	3	1	-
	1.0	.8	1.2	10.0	1.1	1.4	.5	.6		3.4	.7	1.5	1.2	.2	
DON'T KNOW/NOT STATED	7	3	4	-	1	1	2	3	-	-	3	3	1	-	-
	.4	.3	.6		1.1	.7	.4	.6			2.0	.4	.4		

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
PRICING ELECTRICITY SO THAT THE COST PER KILOWATT HRS. BECOMES MORE EXPENSIVE THE MORE YOU USE														
SUPPORT	712	172	505	35	112	258	234	86	22	429	239	34	5	5
	42.9	53.6	40.0	47.3	41.8	47.4	42.7	34.7	43.1	47.1	38.1	35.8	31.3	45.5
NOT SUPPORT	896	142	718	36	147	270	297	156	26	453	373	54	11	5
	54.0	44.2	56.8	48.6	54.9	49.6	54.2	62.9	51.0	49.8	59.5	56.8	68.7	45.4
NOT APPLICABLE	37	5	29	3	7	13	9	5	3	21	10	5	-	1
	2.2	1.6	2.3	4.1	2.6	2.4	1.6	2.0	5.9	2.3	1.6	5.3		9.1
DON'T KNOW/NOT STATED	14	2	12	-	2	3	8	1	-	7	5	2	-	-
	.9	.6	.9		.7	.6	1.5	.4		.8	.8	2.1		
RATIONING THE AMOUNT OF GASOLINE HEATING OIL AND ELECTRICITY EACH PERSON CAN USE														
SUPPORT	305	48	243	14	65	119	80	29	12	173	116	13	-	3
	18.4	15.0	19.2	18.9	24.3	21.9	14.6	11.7	23.5	19.0	18.5	13.7		27.3
NOT SUPPORT	1329	269	1002	58	198	416	459	217	39	722	504	80	16	7
	80.1	83.8	79.3	78.4	73.9	76.5	83.8	87.5	76.5	79.4	80.4	84.2	100.0	63.6
NOT APPLICABLE	11	2	7	2	2	5	3	1	-	5	4	1	-	1
	.7	.6	.6	2.7	.7	.9	.5	.4		.5	.6	1.1		9.1
DON'T KNOW/NOT STATED	14	2	12	-	3	4	6	1	-	10	3	1	-	-
	.8	.6	.9		1.1	.7	1.1	.4		1.1	.5	1.0		
SUBSIDIES TO IMPROVE PUBLIC TRANSIT TO ENCOURAGE PEOPLE TO LEAVE THEIR CARS AT HOME														
SUPPORT	1360	263	1039	58	212	470	452	188	38	764	512	67	8	9
	82.0	81.9	82.2	78.4	79.1	86.4	82.5	75.8	74.5	84.0	81.6	70.5	50.0	81.8
NOT SUPPORT	275	52	209	14	50	69	90	53	13	133	107	27	7	1
	16.6	16.2	16.5	18.9	18.6	12.7	16.4	21.4	25.5	14.6	17.1	28.4	43.8	9.1
NOT APPLICABLE	17	4	11	2	5	2	6	4	-	7	8	-	1	1
	1.0	1.3	.9	2.7	1.9	.4	1.1	1.6		.8	1.3		6.2	9.1
DON'T KNOW/NOT STATED	7	2	5	-	1	3	-	3	-	6	-	1	-	-
	.4	.6	.4		.4	.5		1.2		.6		1.1		

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA -NTO		WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
A REQUIREMENT THAT ALL HOMES, NEW AND OLD, WOULD HAVE TO BE INSULATED TO A CERTAIN STANDARD BEFORE THEY COULD BE SOLD															
SUPPORT	1208	134	171	162	134	159	132	174	142	574	615	597	222	164	218
	72.8	67.0	82.6	80.6	62.9	78.7	64.4	77.7	68.6	71.3	74.5	76.8	71.1	69.8	66.9
NOT SUPPORT	418	62	31	34	76	39	73	43	60	218	192	170	84	65	98
	25.2	31.0	15.0	16.9	35.7	19.3	35.6	19.2	29.0	27.1	23.2	21.9	26.9	27.7	30.1
NOT APPLICABLE	25	2	5	5	3	3	-	6	1	9	15	8	3	5	8
	1.5	1.0	2.4	2.5	1.4	1.5		2.7	.5	1.1	1.8	1.0	1.0	2.1	2.4
DON'T KNOW/NOT STATED	8	2	-	-	-	1	-	1	4	4	4	2	3	1	2
	.5	1.0				.5		.4	1.9	.5	.5	.3	1.0	.4	.6
A GOVERNMENT PROGRAM TO LIMIT ENERGY USED FOR LEISURE AND VACATION TRAVEL															
SUPPORT	479	56	93	70	56	55	60	46	43	220	253	228	88	58	105
	28.9	28.0	44.9	34.8	26.3	27.2	29.3	20.5	20.8	27.3	30.6	29.4	28.2	24.7	32.2
NOT SUPPORT	1138	141	110	126	152	140	143	167	159	564	553	541	210	168	210
	68.6	70.5	53.2	62.7	71.4	69.3	69.7	74.6	76.8	70.1	67.0	69.6	67.3	71.5	64.4
NOT APPLICABLE	29	-	4	5	3	3	1	11	2	13	15	5	9	6	9
	1.7		1.9	2.5	1.4	1.5	.5	4.9	1.0	1.6	1.8	.6	2.9	2.5	2.8
DON'T KNOW/NOT STATED	13	3	-	-	2	4	1	-	3	8	5	3	5	3	2
	.8	1.5			.9	2.0	.5		1.4	1.0	.6	.4	1.6	1.3	.6

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
A REQUIREMENT THAT ALL HOMES, NEW AND OLD, WOULD HAVE TO BE INSULATED TO A CERTAIN STANDARD BEFORE THEY COULD BE SOLD												
SUPPORT	1208	399	305	464	40	636	59	110	49	322	25	7
	72.8	75.7	72.6	70.8	70.2	70.8	72.0	79.7	70.0	74.9	83.3	63.6
NOT SUPPORT	418	118	107	180	13	246	21	28	19	96	5	3
	25.2	22.4	25.5	27.5	22.8	27.4	25.6	20.3	27.2	22.3	16.7	27.3
NOT APPLICABLE	25	6	7	9	3	11	2	-	1	10	-	1
	1.5	1.1	1.7	1.4	5.3	1.2	2.4		1.4	2.3		9.1
DON'T KNOW/NOT STATED	8	4	1	2	1	5	-	-	1	2	-	-
	.5	.8	.2	.3	1.7	.6			1.4	.5		
A GOVERNMENT PROGRAM TO LIMIT ENERGY USED FOR LEISURE AND VACATION TRAVEL												
SUPPORT	479	163	126	172	18	241	33	46	19	124	12	4
	28.9	30.9	30.0	26.3	31.6	26.8	40.2	33.3	27.1	28.8	40.0	36.4
NOT SUPPORT	1138	352	282	470	34	633	49	87	49	295	18	7
	68.6	66.8	67.1	71.8	59.6	70.5	59.8	63.1	70.0	68.6	60.0	63.6
NOT APPLICABLE	29	6	10	10	3	15	-	4	2	8	-	-
	1.7	1.2	2.4	1.5	5.3	1.7		2.9	2.9	1.9		
DON'T KNOW/NOT STATED	13	6	2	3	2	9	-	1	-	3	-	-
	.8	1.1	.5	.4	3.5	1.0		.7		.7		

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
A REQUIREMENT THAT ALL HOMES, NEW AND OLD, WOULD HAVE TO BE INSULATED TO A CERTAIN STANDARD BEFORE THEY COULD BE SOLD															
SUPPORT	1208	688	513	7	68	106	320	349	180	185	116	602	183	294	13
	72.8	70.2	76.8	70.0	75.6	73.1	75.5	72.9	70.3	69.8	76.3	73.7	75.3	68.9	65.0
NOT SUPPORT	418	276	140	2	20	34	97	124	71	72	29	209	55	120	5
	25.2	28.1	21.0	20.0	22.2	23.4	22.9	25.9	27.7	27.2	19.1	25.6	22.6	28.1	25.0
NOT APPLICABLE	25	12	12	1	2	4	5	4	4	6	6	4	4	10	1
	1.5	1.2	1.8	10.0	2.2	2.8	1.2	.8	1.6	2.3	3.9	.5	1.7	2.3	5.0
DON'T KNOW/NOT STATED	8	5	3	-	-	1	2	2	1	2	1	2	1	3	1
	.5	.5	.4			.7	.4	.4	.4	.7	.7	.2	.4	.7	5.0
A GOVERNMENT PROGRAM TO LIMIT ENERGY USED FOR LEISURE AND VACATION TRAVEL															
SUPPORT	479	265	211	3	36	57	132	131	56	67	48	261	74	95	1
	28.9	27.0	31.6	30.0	40.0	39.3	31.1	27.4	21.9	25.3	31.6	32.0	30.5	22.3	5.0
NOT SUPPORT	1138	691	440	7	52	82	282	340	195	187	94	539	163	323	19
	68.6	70.5	65.9	70.0	57.8	56.6	66.5	71.0	76.2	70.5	61.8	66.0	67.1	75.6	95.0
NOT APPLICABLE	29	15	14	-	2	4	6	5	2	10	7	11	5	6	-
	1.7	1.5	2.1		2.2	2.7	1.4	1.0	.8	3.8	4.6	1.3	2.0	1.4	
DON'T KNOW/NOT STATED	13	10	3	-	-	2	4	3	3	1	3	6	1	3	-
	.8	1.0	.4			1.4	1.0	.6	1.1	.4	2.0	.7	.4	.7	

SUPPORT FOR ENERGY RELATED SUGGESTIONS Q.8
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
A REQUIREMENT THAT ALL HOMES, NEW AND OLD, WOULD HAVE TO BE INSULATED TO A CERTAIN STANDARD BEFORE THEY COULD BE SOLD														
SUPPORT	1208	226	932	50	198	429	383	161	37	680	451	61	9	7
	72.8	70.4	73.7	67.6	73.9	78.9	69.9	64.9	72.5	74.7	71.9	64.2	56.3	63.6
NOT SUPPORT	418	89	308	21	63	109	154	79	13	211	166	32	6	3
	25.2	27.7	24.4	28.4	23.5	20.0	28.1	31.9	25.5	23.2	26.5	33.7	37.5	27.3
NOT APPLICABLE	25	5	17	3	5	6	8	5	1	15	7	1	1	1
	1.5	1.6	1.3	4.0	1.9	1.1	1.5	2.0	2.0	1.7	1.1	1.1	6.2	9.1
DON'T KNOW/NOT STATED	8	1	7	-	2	-	3	3	-	4	3	1	-	-
	.5	.3	.6		.7		.5	1.2		.4	.5	1.0		
A GOVERNMENT PROGRAM TO LIMIT ENERGY USED FOR LEISURE AND VACATION TRAVEL														
SUPPORT	479	86	370	23	102	180	127	55	15	265	182	25	4	3
	28.9	26.8	29.3	31.1	38.1	33.1	23.2	22.2	29.4	29.1	29.0	26.3	25.0	27.3
NOT SUPPORT	1138	227	864	47	160	350	410	186	32	625	429	66	11	7
	68.6	70.7	68.3	63.5	59.7	64.3	74.8	75.0	62.7	68.7	68.4	69.5	68.8	63.6
NOT APPLICABLE	29	5	21	3	3	11	7	5	3	12	12	4	-	1
	1.7	1.6	1.7	4.1	1.1	2.0	1.3	2.0	5.9	1.3	1.9	4.2		9.1
DON'T KNOW/NOT STATED	13	3	9	1	3	3	4	2	1	8	4	-	1	-
	.8	.9	.7	1.3	1.1	.6	.7	.8	2.0	.9	.7		6.2	

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
KEEPING THE THERMOSTAT AT A LOWER TEMPERATURE THAN A FEW YEARS AGO															
YES	1324	168	159	161	182	152	164	170	168	626	678	640	256	176	244
	79.8	84.0	76.8	80.1	85.5	75.3	80.0	75.9	81.2	77.8	82.1	82.4	82.1	74.9	74.8
NO	276	23	45	35	25	31	37	48	32	151	120	111	46	48	70
	16.6	11.5	21.7	17.4	11.7	15.3	18.0	21.4	15.4	18.7	14.5	14.3	14.7	20.4	21.5
NOT APPLICABLE	58	9	3	5	6	19	3	6	7	28	27	26	10	10	12
	3.5	4.5	1.5	2.5	2.8	9.4	1.5	2.7	3.4	3.5	3.3	3.3	3.2	4.3	3.7
DON'T KNOW/NOT STATED	1	-	-	-	-	-	1	-	-	-	1	-	-	1	-
	.1						.5				.1			.4	
TURNING OFF LIGHTS IN YOUR HOME MORE OFTEN THAN A FEW YEARS AGO															
YES	1394	178	171	157	184	174	163	191	176	652	719	666	260	198	263
	84.0	89.0	82.6	78.1	86.4	86.1	79.5	85.3	85.0	81.0	87.1	85.7	83.3	84.3	80.7
NO	254	20	35	44	29	27	41	27	31	146	104	106	51	35	60
	15.3	10.0	16.9	21.9	13.6	13.4	20.0	12.0	15.0	18.1	12.6	13.7	16.4	14.9	18.4
NOT APPLICABLE	10	2	1	-	-	1	-	6	-	7	2	5	1	1	3
	.6	1.0	.5			.5		2.7		.9	.2	.6	.3	.4	.9
DON'T KNOW/NOT STATED	1	-	-	-	-	-	1	-	-	-	1	-	-	.1	-
	.1						.5				.1			.4	
KEEPING THE HOT WATER HEATER AT A LOWER TEMPERATURE THAN A FEW YEARS AGO															
YES	765	123	80	88	119	78	92	84	101	352	397	328	152	113	167
	46.1	61.5	38.6	43.8	55.9	38.6	44.9	37.5	48.8	43.7	48.1	42.2	48.7	48.1	51.2
NO	695	43	115	99	61	82	94	125	76	376	310	332	138	100	121
	41.9	21.5	55.6	49.2	28.6	40.6	45.8	55.8	36.7	46.7	37.5	42.7	44.3	42.6	37.1
NOT APPLICABLE	193	33	12	14	33	38	18	15	30	77	113	114	21	21	37
	11.6	16.5	5.8	7.0	15.5	18.8	8.8	6.7	14.5	9.6	13.7	14.7	6.7	8.9	11.4
DON'T KNOW/NOT STATED	6	1	-	-	-	4	1	-	-	-	6	3	1	1	1
	.4	.5				2.0	.5				.7	.4	.3	.4	.3

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
KEEPING THE THERMOSTAT AT A LOWER TEMPERATURE THAN A FEW YEARS AGO												
YES	1324	440	336	510	38	748	75	104	58	306	25	8
	79.8	83.5	80.0	77.9	66.7	83.3	91.5	75.4	82.9	71.2	83.3	72.7
NO	276	79	70	115	12	145	7	29	11	78	3	3
	16.6	15.0	16.7	17.5	21.1	16.1	8.5	21.0	15.7	18.1	10.0	27.3
NOT APPLICABLE	58	8	14	30	6	5	-	5	1	45	2	-
	3.5	1.5	3.3	4.6	10.5	.6		3.6	1.4	10.5	6.7	
DON'T KNOW/NOT STATED	1	-	-	-	1	-	-	-	-	1	-	-
	.1				1.7					.2		
TURNING OFF LIGHTS IN YOUR HOME MORE OFTEN THAN A FEW YEARS AGO												
YES	1394	449	360	541	44	768	74	109	58	350	26	9
	84.0	85.2	85.7	82.6	77.2	85.5	90.2	79.0	82.9	81.4	86.7	81.8
NO	254	76	55	112	11	127	8	27	11	76	3	2
	15.3	14.4	13.1	17.1	19.3	14.2	9.8	19.6	15.7	17.7	10.0	18.2
NOT APPLICABLE	10	2	5	2	1	3	-	2	1	3	1	-
	.6	.4	1.2	.3	1.8	.3		1.4	1.4	.7	3.3	
DON'T KNOW/NOT STATED	1	-	-	-	1	-	-	-	-	1	-	-
	.1				1.7					.2		
KEEPING THE HOT WATER HEATER AT A LOWER TEMPERATURE THAN A FEW YEARS AGO												
YES	765	238	188	318	21	468	35	60	37	145	14	6
	46.1	45.2	44.8	48.6	36.8	52.1	42.7	43.5	52.9	33.7	46.7	54.5
NO	695	235	163	278	19	415	43	66	29	123	14	5
	41.9	44.6	38.8	42.4	33.3	46.2	52.4	47.8	41.4	28.6	46.7	45.5
NOT APPLICABLE	193	54	69	54	16	11	3	12	4	161	2	-
	11.6	10.2	16.4	8.2	28.1	1.2	3.7	8.7	5.7	37.5	6.6	
DON'T KNOW/NOT STATED	6	-	-	5	1	4	1	-	-	1	-	-
	.4			.8	1.8	.5	1.2			.2		

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
KEEPING THE THERMOSTAT AT A LOWER TEMPERATURE THAN A FEW YEARS AGO															
YES	1324	818	498	8	74	118	343	379	205	205	109	653	197	348	17
	79.8	83.4	74.6	80.0	82.2	81.4	80.9	79.1	80.1	77.4	71.7	79.9	81.1	81.5	85.0
NO	276	157	117	2	11	18	62	90	46	49	31	142	38	63	2
	16.6	16.0	17.5	20.0	12.2	12.4	14.6	18.8	18.0	18.5	20.4	17.4	15.6	14.8	10.0
NOT APPLICABLE	58	6	52	-	4	9	19	10	5	11	11	22	8	16	1
	3.5	.6	7.8		4.5	6.2	4.5	2.1	1.9	4.1	7.2	2.7	3.3	3.7	5.0
DON'T KNOW/NOT STATED	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-
	.1		.1		1.1						.7				
TURNING OFF LIGHTS IN YOUR HOME MORE OFTEN THAN A FEW YEARS AGO															
YES	1394	838	549	7	80	123	350	390	226	225	129	687	201	360	17
	84.0	85.4	82.2	70.0	88.9	84.8	82.5	81.4	88.3	84.9	84.9	84.1	82.7	84.3	85.0
NO	254	139	112	3	9	22	72	86	29	36	21	126	41	63	3
	15.3	14.2	16.8	30.0	10.0	15.2	17.0	18.0	11.3	13.6	13.8	15.4	16.9	14.8	15.0
NOT APPLICABLE	10	4	6	-	-	-	2	3	1	4	1	4	1	4	-
	.6	.4	.9				.5	.6	.4	1.5	.7	.5	.4	.9	
DON'T KNOW/NOT STATED	1	-	1	-	1	-	-	-	-	-	1	-	-	-	-
	.1		.1		1.1						.6				
KEEPING THE HOT WATER HEATER AT A LOWER TEMPERATURE THAN A FEW YEARS AGO															
YES	765	511	249	5	46	61	185	224	115	134	74	392	99	188	12
	46.1	52.1	37.3	50.0	51.1	42.1	43.6	46.8	44.9	50.6	48.7	48.0	40.8	44.0	60.0
NO	695	446	244	5	26	48	178	211	128	104	58	341	104	186	6
	41.9	45.5	36.5	50.0	28.9	33.1	42.0	44.0	50.0	39.2	38.2	41.7	42.8	43.6	30.0
NOT APPLICABLE	193	20	173	-	17	36	58	43	12	27	19	82	37	53	2
	11.6	2.0	25.9		18.9	24.8	13.7	9.0	4.7	10.2	12.5	10.0	15.2	12.4	10.0
DON'T KNOW/NOT STATED	6	4	2	-	1	-	3	1	1	-	1	2	3	-	-
	.4	.4	.3		1.1		.7	.2	.4		.6	.3	1.2		

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
KEEPING THE THERMOSTAT AT A LOWER TEMPERATURE THAN A FEW YEARS AGO														
YES	1324	259	1014	51	209	450	443	180	42	769	482	61	6	6
	79.8	80.7	80.2	68.9	78.0	82.7	80.8	72.6	82.4	84.5	76.9	64.2	37.5	54.5
NO	276	52	211	13	45	76	88	60	7	109	124	29	10	4
	16.6	16.2	16.7	17.6	16.8	14.0	16.1	24.2	13.7	12.0	19.8	30.5	62.5	36.4
NOT APPLICABLE	58	10	39	9	14	17	17	8	2	32	20	5	-	1
	3.5	3.1	3.1	12.2	5.2	3.1	3.1	3.2	3.9	3.5	3.2	5.3		9.1
DON'T KNOW/NOT STATED	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	.1			1.3		.2					.1			
TURNING OFF LIGHTS IN YOUR HOME MORE OFTEN THAN A FEW YEARS AGO														
YES	1394	273	1064	57	222	478	459	191	44	807	509	60	8	10
	84.0	85.1	84.2	77.0	82.8	87.9	83.8	77.0	86.3	88.7	81.2	63.2	50.0	90.9
NO	254	47	193	14	44	64	85	54	7	99	113	33	8	1
	15.3	14.6	15.3	18.9	16.4	11.7	15.5	21.8	13.7	10.9	18.0	34.7	50.0	9.1
NOT APPLICABLE	10	1	7	2	2	1	4	3	-	4	4	2	-	-
	.6	.3	.5	2.7	.8	.2	.7	1.2		.4	.6	2.1		
DON'T KNOW/NOT STATED	1	-	-	1	-	1	-	-	-	-	1	-	-	-
	.1			1.4		.2					.2			
KEEPING THE HOT WATER HEATER AT A LOWER TEMPERATURE THAN A FEW YEARS AGO														
YES	765	144	585	36	136	252	234	115	28	466	250	34	6	9
	46.1	44.9	46.3	48.6	50.7	46.3	42.7	46.4	54.9	51.2	39.9	35.8	37.5	81.8
NO	695	146	523	26	94	218	258	107	18	323	312	50	8	2
	41.9	45.5	41.4	35.1	35.1	40.1	47.1	43.1	35.3	35.5	49.8	52.6	50.0	18.2
NOT APPLICABLE	193	31	151	11	37	71	55	26	4	116	64	11	2	-
	11.6	9.6	11.9	14.9	13.8	13.1	10.0	10.5	7.8	12.8	10.2	11.6	12.5	
DON'T KNOW/NOT STATED	6	-	5	1	1	3	1	-	1	5	1	-	-	-
	.4		.4	1.4	.4	.5	.2		2.0	.5	.1			

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
USING LESS HOT WATER THAN A FEW YEARS AGO												
YES	834	268	197	341	28	464	41	74	30	202	18	5
	50.3	50.9	46.9	52.1	49.1	51.7	50.0	53.6	42.9	47.0	60.0	45.5
NO	793	252	211	302	28	429	41	60	39	208	11	5
	47.8	47.8	50.2	46.1	49.1	47.8	50.0	43.5	55.7	48.4	36.7	45.4
NOT APPLICABLE	22	6	9	7	-	2	-	2	1	16	1	-
	1.3	1.1	2.2	1.1		.2		1.5	1.4	3.7	3.3	
DON'T KNOW/NOT STATED	10	1	3	5	1	3	-	2	-	4	-	1
	.6	.2	.7	.7	1.8	.3		1.4		.9		9.1
MAKING IMPROVEMENTS TO THE INSULATION TO YOUR HOUSE												
YES	916	251	226	426	13	661	51	54	30	100	15	5
	55.2	47.6	53.8	65.1	22.8	73.6	62.2	39.1	42.9	23.3	50.0	45.5
NO	418	167	108	126	17	202	23	48	23	107	10	5
	25.2	31.7	25.7	19.2	29.8	22.5	28.0	34.8	32.8	24.9	33.3	45.4
NOT APPLICABLE	324	108	86	103	27	35	8	36	17	222	5	1
	19.5	20.5	20.5	15.7	47.4	3.9	9.8	26.1	24.3	51.6	16.7	9.1
DON'T KNOW/NOT STATED	1	1	-	-	-	-	-	-	-	1	-	-
	.1	.2								.2		
DRIVING LESS THAN A FEW YEARS AGO												
YES	903	296	223	361	23	507	53	62	34	222	21	4
	54.4	56.2	53.1	55.1	40.4	56.5	64.6	44.9	48.6	51.6	70.0	36.4
NO	618	202	172	222	22	364	26	54	30	135	3	6
	37.3	38.3	41.0	33.9	38.6	40.5	31.7	39.1	42.9	31.4	10.0	54.5
NOT APPLICABLE	137	28	25	72	12	27	3	22	5	73	6	1
	8.2	5.3	5.9	11.0	21.0	3.0	3.7	16.0	7.1	17.0	20.0	9.1
DON'T KNOW/NOT STATED	1	1	-	-	-	-	-	-	1	-	-	-
	.1	.2							1.4			

CONSUMER CONTACT - STUDY #363-82

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
USING LESS HOT WATER THAN A FEW YEARS AGO															
YES	834	515	314	5	55	71	223	237	111	137	81	432	125	185	11
	50.3	52.5	47.0	50.0	61.1	49.0	52.6	49.5	43.4	51.7	53.3	52.9	51.5	43.3	55.0
NO	793	457	331	5	33	71	191	235	143	120	67	373	112	232	9
	47.8	46.6	49.6	50.0	36.7	48.9	45.0	49.1	55.8	45.3	44.1	45.7	46.1	54.3	45.0
NOT APPLICABLE	22	4	18	-	2	1	8	3	2	6	2	7	3	10	-
	1.3	.4	2.7		2.2	.7	1.9	.6	.8	2.3	1.3	.8	1.2	2.4	
DON'T KNOW/NOT STATED	10	5	5	-	-	2	2	4	-	2	2	5	3	-	-
	.6	.5	.7			1.4	.5	.8		.7	1.3	.6	1.2		
MAKING IMPROVEMENTS TO THE INSULATION TO YOUR HOUSE															
YES	916	713	199	4	37	65	223	279	158	154	89	459	124	234	10
	55.2	72.7	29.8	40.0	41.1	44.8	52.6	58.3	61.7	58.1	58.6	56.2	51.0	54.8	50.0
NO	418	233	179	6	20	32	95	128	74	69	32	211	63	104	8
	25.2	23.7	26.8	60.0	22.2	22.1	22.4	26.7	28.9	26.0	21.1	25.8	25.9	24.4	40.0
NOT APPLICABLE	324	35	289	-	33	48	106	72	24	41	30	147	56	89	2
	19.5	3.6	43.3		36.7	33.1	25.0	15.0	9.4	15.5	19.7	18.0	23.1	20.8	10.0
DON'T KNOW/NOT STATED	1	-	1	-	-	-	-	-	-	1	1	-	-	-	-
	.1		.1							.4	.6				
DRIVING LESS THAN A FEW YEARS AGO															
YES	903	559	340	4	41	86	248	261	125	142	86	467	121	215	14
	54.4	57.0	50.9	40.0	45.5	59.3	58.5	54.5	48.8	53.6	56.6	57.2	49.8	50.4	70.0
NO	618	391	222	5	15	27	144	203	130	99	44	283	98	188	5
	37.3	39.9	33.2	50.0	16.7	18.6	34.0	42.4	50.8	37.4	28.9	34.6	40.3	44.0	25.0
NOT APPLICABLE	137	30	106	1	34	32	32	14	1	24	22	67	24	23	1
	8.2	3.0	15.9	10.0	37.8	22.1	7.5	2.9	.4	9.0	14.5	8.2	9.9	5.4	5.0
DON'T KNOW/NOT STATED	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-
	.1	.1						.2						.2	

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
USING LESS HOT WATER THAN A FEW YEARS AGO														
YES	834	154	646	34	157	285	248	113	31	507	278	34	7	8
	50.3	48.0	51.1	45.9	58.6	52.4	45.3	45.6	60.8	55.7	44.3	35.8	43.8	72.7
NO	793	162	591	40	105	249	290	130	19	385	337	59	9	3
	47.8	50.5	46.8	54.1	39.2	45.8	52.9	52.4	37.2	42.3	53.8	62.1	56.2	27.3
NOT APPLICABLE	22	3	19	-	4	7	5	5	1	11	9	2	-	-
	1.3	.9	1.5		1.5	1.3	.9	2.0	2.0	1.2	1.4	2.1		
DON'T KNOW/NOT STATED	10	2	8	-	2	3	5	-	-	7	3	-	-	-
	.6	.6	.6		.7	.5	.9			.8	.5			
MAKING IMPROVEMENTS TO THE INSULATION TO YOUR HOUSE														
YES	916	177	696	43	145	290	306	147	28	518	341	43	7	7
	55.2	55.1	55.0	58.1	54.1	53.3	55.8	59.3	54.9	56.9	54.4	45.3	43.8	63.6
NO	418	74	331	13	60	132	144	67	15	207	166	36	7	2
	25.2	23.1	26.2	17.6	22.4	24.3	26.3	27.0	29.4	22.8	26.5	37.9	43.7	18.2
NOT APPLICABLE	324	70	236	18	63	122	97	34	8	184	120	16	2	2
	19.5	21.8	18.7	24.3	23.5	22.4	17.7	13.7	15.7	20.2	19.1	16.8	12.5	18.2
DON'T KNOW/NOT STATED	1	-	1	-	-	-	1	-	-	1	-	-	-	-
	.1		.1				.2			.1				
DRIVING LESS THAN A FEW YEARS AGO														
YES	903	161	711	31	175	293	286	128	21	533	321	39	5	5
	54.4	50.2	56.3	41.9	65.3	53.9	52.2	51.6	41.2	58.6	51.2	41.1	31.3	45.4
NO	618	138	449	31	71	194	224	109	20	297	258	52	9	2
	37.3	43.0	35.5	41.9	26.5	35.6	40.9	44.0	39.2	32.6	41.1	54.7	56.2	18.2
NOT APPLICABLE	137	22	103	12	22	57	37	11	10	80	47	4	2	4
	8.2	6.8	8.1	16.2	8.2	10.5	6.7	4.4	19.6	8.8	7.5	4.2	12.5	36.4
DON'T KNOW/NOT STATED	1	-	1	-	-	-	1	-	-	-	1	-	-	-
	.1		.1				.2				.2			

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
BOUGHT A SMALLER CAR THAN THE ONE YOU HAD A FEW YEARS AGO															
YES	725	90	89	109	99	90	78	83	87	364	348	359	132	102	130
	43.7	45.0	43.0	54.2	46.5	44.6	38.0	37.1	42.0	45.2	42.2	46.2	42.3	43.4	39.9
NO	754	79	104	58	95	89	102	130	97	376	367	334	162	114	139
	45.5	39.5	50.2	28.9	44.6	44.0	49.8	58.0	46.9	46.7	44.4	43.0	51.9	48.5	42.6
NOT APPLICABLE	180	31	14	34	19	23	25	11	23	65	111	84	18	19	57
	10.8	15.5	6.8	16.9	8.9	11.4	12.2	4.9	11.1	8.1	13.4	10.8	5.8	8.1	17.5
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVING YOUR CAR SERVICED MORE OFTEN THAN A FEW YEARS AGO															
YES	720	72	103	108	89	98	70	101	79	366	340	377	137	91	112
	43.4	36.0	49.8	53.7	41.8	48.5	34.1	45.1	38.2	45.5	41.2	48.5	43.9	38.7	34.4
NO	754	96	87	62	104	83	108	110	104	379	363	315	153	127	155
	45.5	48.0	42.0	30.9	48.8	41.1	52.7	49.1	50.2	47.1	44.0	40.6	49.0	54.1	47.5
NOT APPLICABLE	181	31	16	31	19	20	27	13	24	58	121	84	20	16	59
	10.9	15.5	7.7	15.4	8.9	9.9	13.2	5.8	11.6	7.2	14.6	10.8	6.4	6.8	18.1
DON'T KNOW/NOT STATED	4	1	1	-	1	1	-	-	-	2	2	1	2	1	-
	.2	.5	.5		.5	.5				.2	.2	.1	.7	.4	
USING PUBLIC TRNASPORTATION MORE OFTEN THAN A FEW YEARS AGO															
YES	687	82	69	110	109	95	69	77	76	313	361	344	110	86	142
	41.4	41.0	33.3	54.7	51.2	47.0	33.7	34.4	36.7	38.9	43.7	44.3	35.3	36.6	43.6
NO	924	103	137	88	98	101	129	140	128	475	434	420	193	139	168
	55.7	51.5	66.2	43.8	46.0	50.0	62.9	62.5	61.8	59.0	52.5	54.0	61.8	59.1	51.5
NOT APPLICABLE	47	15	1	3	5	6	7	7	3	16	31	13	8	10	16
	2.8	7.5	.5	1.5	2.3	3.0	3.4	3.1	1.5	2.0	3.8	1.7	2.6	4.3	4.9
DON'T KNOW/NOT STATED	1	-	-	-	1	-	-	-	-	1	-	-	1	-	-
	.1				.5					.1			.3		

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
BOUGHT A SMALLER CAR THAN THE ONE YOU HAD A FEW YEARS AGO												
YES	725	232	185	288	20	400	46	62	30	171	12	4
	43.7	44.0	44.1	44.0	35.1	44.5	56.1	44.9	42.9	39.8	40.0	36.4
NO	754	256	198	278	22	455	31	52	31	167	12	6
	45.5	48.6	47.1	42.4	38.6	50.7	37.8	37.7	44.3	38.8	40.0	54.5
NOT APPLICABLE	180	39	37	89	15	43	5	24	9	92	6	1
	10.8	7.4	8.8	13.6	26.3	4.8	6.1	17.4	12.8	21.4	20.0	9.1
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-
HAVING YOUR CAR SERVICED MORE OFTEN THAN A FEW YEARS AGO												
YES	720	246	181	272	21	388	35	72	36	171	15	3
	43.4	46.7	43.1	41.5	36.8	43.2	42.7	52.2	51.4	39.8	50.0	27.3
NO	754	242	204	288	20	465	43	41	26	163	9	7
	45.5	45.9	48.6	44.0	35.1	51.8	52.4	29.7	37.2	37.9	30.0	63.6
NOT APPLICABLE	181	38	35	92	16	42	4	25	8	95	6	1
	10.9	7.2	8.3	14.0	28.1	4.7	4.9	18.1	11.4	22.1	20.0	9.1
DON'T KNOW/NOT STATED	4	1	-	3	-	3	-	-	-	1	-	-
	.2	.2		.5		.3				.2		
USING PUBLIC TRNASPORTATION MORE OFTEN THAN A FEW YEARS AGO												
YES	687	194	175	290	28	311	39	69	28	219	15	6
	41.4	36.8	41.7	44.3	49.1	34.7	47.6	50.0	40.0	50.9	50.0	54.5
NO	924	318	235	346	25	565	42	62	40	198	13	4
	55.7	60.3	55.9	52.8	43.9	62.9	51.2	44.9	57.1	46.1	43.3	36.4
NOT APPLICABLE	47	14	10	19	4	21	1	7	2	13	2	1
	2.8	2.7	2.4	2.9	7.0	2.3	1.2	5.1	2.9	3.0	6.7	9.1
DON'T KNOW/NOT STATED	1	1	-	-	-	1	-	-	-	-	-	-
	.1	.2				.1						

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
BOUGHT A SMALLER CAR THAN THE ONE YOU HAD A FEW YEARS AGO															
YES	725	446	276	3	27	47	188	235	110	118	57	354	107	199	8
	43.7	45.5	41.3	30.0	30.0	32.4	44.3	49.1	43.0	44.5	37.5	43.3	44.0	46.6	40.0
NO	754	487	261	6	27	63	197	222	137	108	67	387	105	186	9
	45.5	49.6	39.1	60.0	30.0	43.5	46.5	46.3	53.5	40.8	44.1	47.4	43.2	43.6	45.0
NOT APPLICABLE	180	48	131	1	36	35	39	22	9	39	28	76	31	42	3
	10.8	4.9	19.6	10.0	40.0	24.1	9.2	4.6	3.5	14.7	18.4	9.3	12.8	9.8	15.0
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVING YOUR CAR SERVICED MORE OFTEN THAN A FEW YEARS AGO															
YES	720	426	291	3	26	60	207	219	104	104	60	365	109	178	8
	43.4	43.4	43.6	30.0	28.9	41.4	48.8	45.7	40.6	39.2	39.5	44.7	44.9	41.7	40.0
NO	754	507	241	6	27	46	173	238	146	124	61	367	103	213	10
	45.5	51.7	36.1	60.0	30.0	31.7	40.8	49.7	57.0	46.8	40.1	44.9	42.4	49.9	50.0
NOT APPLICABLE	181	45	135	1	37	38	42	21	6	37	30	83	31	35	2
	10.9	4.6	20.2	10.0	41.1	26.2	9.9	4.4	2.4	14.0	19.7	10.2	12.7	8.2	10.0
DON'T KNOW/NOT STATED	4	3	1	-	-	1	2	1	-	-	1	2	-	1	-
	.2	.3	.1			.7	.5	.2			.7	.2		.2	
USING PUBLIC TRNASPORTATION MORE OFTEN THAN A FEW YEARS AGO															
YES	687	349	331	7	46	77	192	185	71	116	57	320	116	184	10
	41.4	35.6	49.6	70.0	51.1	53.1	45.3	38.6	27.7	43.8	37.5	39.2	47.7	43.1	50.0
NO	924	605	316	3	40	58	222	285	182	137	86	472	126	232	8
	55.7	61.7	47.3	30.0	44.5	40.0	52.4	59.5	71.1	51.7	56.6	57.8	51.9	54.3	40.0
NOT APPLICABLE	47	26	21	-	4	10	10	8	3	12	9	25	1	10	2
	2.8	2.6	3.1		4.4	6.9	2.3	1.7	1.2	4.5	5.9	3.0	.4	2.4	10.0
DON'T KNOW/NOT STATED	1	1	-	-	-	-	-	1	-	-	-	-	-	1	-
	.1	.1						.2						.2	

CLAIMED ENERGY SAVING BEHAVIOUR Q.9
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
BOUGHT A SMALLER CAR THAN THE ONE YOU HAD A FEW YEARS AGO														
YES	725	145	551	29	134	243	216	111	21	410	268	37	6	4
	43.7	45.2	43.6	39.2	50.0	44.7	39.4	44.8	41.2	45.1	42.8	39.0	37.5	36.4
NO	754	142	583	29	101	236	277	120	20	395	296	52	8	3
	45.5	44.2	46.1	39.2	37.7	43.4	50.6	48.4	39.2	43.4	47.2	54.7	50.0	27.3
NOT APPLICABLE	180	34	130	16	33	65	55	17	10	105	63	6	2	4
	10.8	10.6	10.3	21.6	12.3	11.9	10.0	6.8	19.6	11.5	10.0	6.3	12.5	36.3
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-
HAVING YOUR CAR SERVICED MORE OFTEN THAN A FEW YEARS AGO														
YES	720	122	573	25	126	257	228	87	22	397	281	36	4	2
	43.4	38.0	45.4	33.8	47.0	47.2	41.6	35.1	43.1	43.6	44.8	37.9	25.0	18.2
NO	754	164	560	30	112	223	261	140	18	403	285	52	10	4
	45.5	51.1	44.3	40.5	41.8	41.0	47.6	56.4	35.3	44.3	45.5	54.7	62.5	36.4
NOT APPLICABLE	181	34	128	19	29	63	58	20	11	109	58	7	2	5
	10.9	10.6	10.1	25.7	10.8	11.6	10.6	8.1	21.6	12.0	9.2	7.4	12.5	45.4
DON'T KNOW/NOT STATED	4	1	3	-	1	1	1	1	-	1	3	-	-	-
	.2	.3	.2		.4	.2	.2	.4		.1	.5			
USING PUBLIC TRNASPORTATION MORE OFTEN THAN A FEW YEARS AGO														
YES	687	136	522	29	134	250	207	76	20	412	239	30	2	4
	41.4	42.4	41.3	39.2	50.0	46.0	37.8	30.7	39.2	45.3	38.1	31.6	12.5	36.4
NO	924	181	701	42	121	281	328	166	28	467	372	65	13	7
	55.7	56.4	55.5	56.8	45.1	51.6	59.8	66.9	54.9	51.3	59.3	68.4	81.3	63.6
NOT APPLICABLE	47	3	41	3	12	13	13	6	3	30	16	-	1	-
	2.8	.9	3.2	4.0	4.5	2.4	2.4	2.4	5.9	3.3	2.6		6.2	
DON'T KNOW/NOT STATED	1	1	-	-	1	-	-	-	-	1	-	-	-	-
	.1	.3			.4					.1				

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
HAVE YOUR FURNACE SERVICED AT LEAST ONCE A YEAR															
YES	911	127	90	77	146	122	117	131	101	451	445	344	200	152	211
	54.9	63.5	43.5	38.3	68.5	60.4	57.1	58.5	48.8	56.0	53.9	44.3	64.1	64.7	64.7
NO	272	6	24	37	20	23	47	66	49	141	125	153	46	27	41
	16.4	3.0	11.6	18.4	9.4	11.4	22.9	29.5	23.7	17.5	15.1	19.7	14.8	11.5	12.6
NOT APPLICABLE	472	67	93	87	47	54	40	27	57	212	253	278	65	56	73
	28.5	33.5	44.9	43.3	22.1	26.7	19.5	12.0	27.5	26.4	30.6	35.8	20.8	23.8	22.4
DON'T KNOW/NOT STATED	4	-	-	-	-	3	1	-	-	1	3	2	1	-	1
	.2					1.5	.5			.1	.4	.2	.3		.3
PARTICIPATE IN A CAR POOL/ SHARING A RIDE TO WORK WITH OTHERS															
YES	357	42	48	39	51	49	54	37	37	168	185	207	68	38	43
	21.5	21.0	23.2	19.4	24.0	24.2	26.4	16.5	17.9	20.9	22.4	26.6	21.8	16.2	13.2
NO	1091	119	131	131	137	129	129	168	147	553	517	501	220	173	190
	65.8	59.5	63.3	65.2	64.3	63.9	62.9	75.0	71.0	68.7	62.6	64.5	70.5	73.6	58.3
NOT APPLICABLE	211	39	28	31	25	24	22	19	23	84	124	69	24	24	93
	12.7	19.5	13.5	15.4	11.7	11.9	10.7	8.5	11.1	10.4	15.0	8.9	7.7	10.2	28.5
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHECK THE TIRE PRESSURES ON MY CAR AT LEAST ONCE A MONTH															
YES	995	109	132	110	119	128	121	154	122	523	454	472	188	141	189
	60.0	54.5	63.8	54.7	55.9	63.4	59.0	68.7	58.9	65.0	55.0	60.8	60.3	60.0	58.0
NO	476	58	54	57	72	54	59	60	62	227	241	221	109	72	73
	28.7	29.0	26.1	28.4	33.8	26.7	28.8	26.8	30.0	28.2	29.2	28.4	34.9	30.6	22.4
NOT APPLICABLE	185	33	21	34	21	19	25	10	22	55	128	84	12	22	64
	11.1	16.5	10.1	16.9	9.8	9.4	12.2	4.5	10.6	6.8	15.5	10.8	3.8	9.4	19.6
DON'T KNOW/NOT STATED	3	-	-	-	1	1	-	-	1	-	3	-	3	-	-
	.2				.5	.5			.5		.3		1.0		

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	133	70	430	30	11
HAVE YOUR FURNACE SERVICED AT LEAST ONCE A YEAR												
YES	911	265	223	411	12	648	46	76	35	84	17	5
	54.9	50.3	53.1	62.7	21.1	72.2	56.1	55.1	50.0	19.6	56.7	45.4
NO	272	88	69	107	8	161	20	16	13	53	5	4
	16.4	16.7	16.4	16.3	14.0	17.9	24.4	11.6	18.6	12.3	16.7	36.4
NOT APPLICABLE	472	172	128	136	36	88	15	45	21	293	8	2
	28.5	32.6	30.5	20.8	63.2	9.8	18.3	32.6	30.0	68.1	26.6	18.2
DON'T KNOW/NOT STATED	4	2	-	1	1	1	1	1	1	-	-	-
	.2	.4		.2	1.7	.1	1.2	.7	1.4			
PARTICIPATE IN A CAR POOL/ SHARING A RIDE TO WORK WITH OTHERS												
YES	357	125	99	122	11	168	27	37	18	103	3	1
	21.5	23.7	23.6	18.6	19.3	18.7	32.9	26.8	25.7	24.0	10.0	9.1
NO	1091	359	273	426	33	639	50	77	49	246	20	10
	65.8	68.1	65.0	65.1	57.9	71.2	61.0	55.8	70.0	57.2	66.7	90.9
NOT APPLICABLE	211	43	48	107	13	91	5	24	3	81	7	-
	12.7	8.2	11.4	16.3	22.8	10.1	6.1	17.4	4.3	18.8	23.3	
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-
CHECK THE TIRE PRESSURES ON MY CAR AT LEAST ONCE A MONTH												
YES	995	339	260	371	25	565	57	77	43	231	17	5
	60.0	64.3	61.9	56.6	43.9	62.9	69.5	55.8	61.4	53.7	56.7	45.5
NO	476	152	124	187	13	291	18	36	21	99	6	5
	28.7	28.9	29.5	28.5	22.8	32.4	22.0	26.1	30.0	23.0	20.0	45.4
NOT APPLICABLE	185	35	35	96	19	41	5	25	6	100	7	1
	11.1	6.6	8.4	14.7	33.3	4.6	6.1	18.1	8.6	23.3	23.3	9.1
DON'T KNOW/NOT STATED	3	1	1	1	-	1	2	-	-	-	-	-
	.2	.2	.2	.2		.1	2.4					

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
HAVE YOUR FURNACE SERVICED AT LEAST ONCE A YEAR															
YES	911	710	196	5	36	64	210	282	171	148	93	463	120	222	13
	54.9	72.4	29.4	50.0	40.0	44.1	49.5	58.9	66.8	55.9	61.2	56.7	49.4	52.0	65.0
NO	272	163	105	4	15	18	62	78	43	56	20	138	39	71	4
	16.4	16.6	15.7	40.0	16.7	12.4	14.6	16.3	16.8	21.1	13.2	16.9	16.0	16.6	20.0
NOT APPLICABLE	472	106	365	1	39	63	150	118	41	61	39	213	83	134	3
	28.5	10.8	54.6	10.0	43.3	43.5	35.4	24.6	16.0	23.0	25.6	26.1	34.2	31.4	15.0
DON'T KNOW/NOT STATED	4	2	2	-	-	-	2	1	1	-	-	3	1	-	-
	.2	.2	.3				.5	.2	.4			.3	.4		
PARTICIPATE IN A CAR POOL/ SHARING A RIDE TO WORK WITH OTHERS															
YES	357	199	157	1	15	29	118	111	42	42	24	193	51	87	2
	21.5	20.3	23.5	10.0	16.7	20.0	27.8	23.2	16.4	15.9	15.8	23.6	21.0	20.4	10.0
NO	1091	684	399	8	43	79	255	327	199	188	95	513	168	299	16
	65.8	69.7	59.7	80.0	47.8	54.5	60.2	68.3	77.7	70.9	62.5	62.8	69.1	70.0	80.0
NOT APPLICABLE	211	98	112	1	32	37	51	41	15	35	33	111	24	41	2
	12.7	10.0	16.8	10.0	35.5	25.5	12.0	8.5	5.9	13.2	21.7	13.6	9.9	9.6	10.0
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHECK THE TIRE PRESSURES ON MY CAR AT LEAST ONCE A MONTH															
YES	995	621	370	4	41	80	265	291	157	161	95	516	126	249	9
	60.0	63.3	55.4	40.0	45.6	55.2	62.5	60.8	61.3	60.8	62.5	63.2	51.9	58.3	45.0
NO	476	308	163	5	12	27	108	170	94	65	27	207	87	148	7
	28.7	31.4	24.4	50.0	13.3	18.6	25.5	35.5	36.7	24.5	17.8	25.3	35.8	34.7	35.0
NOT APPLICABLE	185	49	135	1	37	38	51	16	4	39	30	92	30	29	4
	11.1	5.0	20.2	10.0	41.1	26.2	12.0	3.3	1.6	14.7	19.7	11.3	12.3	6.8	20.0
DON'T KNOW/NOT STATED	3	3	-	-	-	-	-	2	1	-	-	2	-	1	-
	.2	.3						.4	.4			.2		.2	

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
HAVE YOUR FURNACE SERVICED AT LEAST ONCE A YEAR														
YES	911	168	710	33	134	292	309	145	31	516	328	49	11	7
	54.9	52.4	56.2	44.6	50.0	53.7	56.4	58.5	60.8	56.7	52.3	51.6	68.8	63.6
NO	272	55	201	16	41	77	88	57	9	146	111	13	1	1
	16.4	17.1	15.9	21.6	15.3	14.1	16.0	23.0	17.6	16.1	17.7	13.7	6.2	9.1
NOT APPLICABLE	472	98	350	24	92	175	150	45	10	246	186	33	4	3
	28.5	30.5	27.7	32.4	34.3	32.2	27.4	18.1	19.6	27.0	29.7	34.7	25.0	27.3
DON'T KNOW/NOT STATED	4	-	3	1	1	-	1	1	1	2	2	-	-	-
	.2		.2	1.4	.4		.2	.4	2.0	.2	.3			
PARTICIPATE IN A CAR POOL/ SHARING A RIDE TO WORK WITH OTHERS														
YES	357	65	280	12	64	119	123	41	10	202	132	19	3	1
	21.5	20.3	22.2	16.2	23.9	21.9	22.4	16.5	19.6	22.2	21.1	20.0	18.8	9.1
NO	1091	219	826	46	169	349	356	188	29	584	427	64	10	6
	65.8	68.2	65.3	62.2	63.1	64.1	65.0	75.8	56.9	64.2	68.1	67.4	62.5	54.5
NOT APPLICABLE	211	37	158	16	35	76	69	19	12	124	68	12	3	4
	12.7	11.5	12.5	21.6	13.0	14.0	12.6	7.7	23.5	13.6	10.8	12.6	18.7	36.4
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-
CHECK THE TIRE PRESSURES ON MY CAR AT LEAST ONCE A MONTH														
YES	995	194	765	36	165	322	335	146	27	545	380	56	8	6
	60.0	60.4	60.5	48.6	61.6	59.2	61.1	58.9	52.9	59.9	60.6	59.0	50.0	54.5
NO	476	97	358	21	69	150	159	84	14	256	181	33	6	-
	28.7	30.2	28.3	28.4	25.7	27.6	29.0	33.9	27.5	28.1	28.9	34.7	37.5	
NOT APPLICABLE	185	30	138	17	34	69	54	18	10	108	64	6	2	5
	11.1	9.4	10.9	23.0	12.7	12.7	9.9	7.2	19.6	11.9	10.2	6.3	12.5	45.5
DON'T KNOW/NOT STATED	3	-	3	-	-	3	-	-	-	1	2	-	-	-
	.2		.3			.5				.1	.3			

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA -NTO		WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
HAD A HOME ENERGY AUDIT DONE-- THIS INVOLVES HAVING A CERTIFIED SERVICE PERSON EXAMINE THE HOUSE & RATE IT FOR ENERGY EFFICIENCY															
YES	254	22	37	29	48	36	31	23	28	128	122	95	59	50	49
	15.3	11.0	17.9	14.4	22.5	17.8	15.1	10.3	13.5	15.9	14.8	12.2	18.9	21.3	15.0
NO	1061	128	121	108	128	124	145	168	139	535	506	475	209	148	222
	64.0	64.0	58.4	53.7	60.1	61.4	70.7	75.0	67.2	66.5	61.3	61.1	67.0	63.0	68.1
NOT APPLICABLE	341	50	49	63	37	41	29	32	40	141	196	205	43	37	55
	20.5	25.0	23.7	31.4	17.4	20.3	14.2	14.3	19.3	17.5	23.7	26.4	13.8	15.7	16.9
DON'T KNOW/NOT STATED	3	-	-	1	-	1	-	1	-	1	2	2	1	-	-
	.2			.5		.5		.4		.1	.2	.3	.3		
OBTAINED LITERATURE ABOUT HOW TO SAVE ENERGY															
YES	1122	152	152	128	134	136	145	132	143	555	547	512	226	163	216
	67.6	76.0	73.4	63.7	62.9	67.3	70.7	58.9	69.1	68.9	66.2	65.9	72.4	69.4	66.3
NO	527	47	54	71	77	66	59	90	63	246	273	260	86	69	108
	31.8	23.5	26.1	35.3	36.2	32.7	28.8	40.2	30.4	30.6	33.1	33.5	27.6	29.3	33.1
NOT APPLICABLE	10	1	1	2	2	-	1	2	1	4	6	5	-	3	2
	.6	.5	.5	1.0	.9		.5	.9	.5	.5	.7	.6		1.3	.6
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INSTALLED WEATHER STRIPPING AND CAULKING ON WINDOWS AND DOORS															
YES	1083	120	163	148	138	130	155	119	110	552	514	445	221	169	241
	65.3	60.0	78.8	73.6	64.8	64.4	75.6	53.1	53.2	68.6	62.2	57.3	70.8	71.9	73.9
NO	347	25	28	41	45	49	25	77	57	162	177	189	64	46	46
	20.9	12.5	13.5	20.4	21.1	24.2	12.2	34.4	27.5	20.1	21.4	24.3	20.5	19.6	14.1
NOT APPLICABLE	229	55	16	12	30	23	25	28	40	91	135	143	27	20	39
	13.8	27.5	7.7	6.0	14.1	11.4	12.2	12.5	19.3	11.3	16.4	18.4	8.7	8.5	12.0
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
HAD A HOME ENERGY AUDIT DONE--THIS INVOLVES HAVING A CERTIFIED SERVICE PERSON EXAMINE THE HOUSE & RATE IT FOR ENERGY EFFICIENCY												
YES	254	70	70	109	5	158	11	26	19	36	3	1
	15.3	13.3	16.7	16.6	8.8	17.6	13.4	18.8	27.1	8.4	10.0	9.1
NO	1061	359	256	429	17	717	61	72	37	145	20	9
	64.0	68.1	60.9	65.5	29.8	79.9	74.4	52.2	52.9	33.7	66.7	81.8
NOT APPLICABLE	341	96	94	116	35	22	9	40	14	248	7	1
	20.5	18.2	22.4	17.7	61.4	2.4	11.0	29.0	20.0	57.7	23.3	9.1
DON'T KNOW/NOT STATED	3	2	-	1	-	1	1	-	-	1	-	-
	.2	.4		.2		.1	1.2			.2		
OBTAINED LITERATURE ABOUT HOW TO SAVE ENERGY												
YES	1122	350	278	471	23	663	53	98	44	239	18	7
	67.6	66.4	66.2	71.9	40.4	73.8	64.6	71.0	62.9	55.6	60.0	63.6
NO	527	174	139	181	33	234	29	40	26	182	12	4
	31.8	33.0	33.1	27.6	57.9	26.1	35.4	29.0	37.1	42.3	40.0	36.4
NOT APPLICABLE	10	3	3	3	1	1	-	-	-	9	-	-
	.6	.6	.7	.5	1.7	.1				2.1		
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-
INSTALLED WEATHER STRIPPING AND CAULKING ON WINDOWS AND DOORS												
YES	1083	326	263	468	26	712	59	102	42	142	20	6
	65.3	61.9	62.6	71.4	45.6	79.3	71.9	73.9	60.0	33.0	66.7	54.5
NO	347	122	94	123	8	169	19	21	18	106	9	5
	20.9	23.1	22.4	18.8	14.0	18.8	23.2	15.2	25.7	24.7	30.0	45.5
NOT APPLICABLE	229	79	63	64	23	17	4	15	10	182	1	-
	13.8	15.0	15.0	9.8	40.4	1.9	4.9	10.9	14.3	42.3	3.3	
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME					EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	98	145	424	479	256	265	152	817	243	427	20
HAD A HOME ENERGY AUDIT DONE--THIS INVOLVES HAVING A CERTIFIED SERVICE PERSON EXAMINE THE HOUSE & RATE IT FOR ENERGY EFFICIENCY															
YES	254	193	61	-	10	16	57	92	36	43	33	124	32	64	1
	15.3	19.7	9.1		11.1	11.0	13.4	19.2	14.1	16.2	21.7	15.2	13.2	15.0	5.0
NO	1061	765	286	10	43	75	259	310	199	175	90	550	148	256	17
	64.0	78.0	42.8	100.0	47.8	51.7	61.1	64.7	77.7	66.0	59.2	67.3	60.9	60.0	85.0
NOT APPLICABLE	341	21	320	-	37	54	108	75	21	46	29	142	62	106	2
	20.5	2.1	47.9		41.1	37.3	25.5	15.7	8.2	17.4	19.1	17.4	25.5	24.8	10.0
DON'T KNOW/NOT STATED	3	2	1	-	-	-	-	2	-	1	-	1	1	1	-
	.2	.2	.2					.4		.4		.1	.4	.2	
OBTAINED LITERATURE ABOUT HOW TO SAVE ENERGY															
YES	1122	729	388	5	56	93	283	327	195	168	96	536	163	316	11
	67.6	74.3	58.1	50.0	62.2	64.1	66.7	68.3	76.2	63.4	63.2	65.6	67.1	74.0	55.0
NO	527	251	271	5	33	51	136	151	61	95	55	276	79	108	9
	31.8	25.6	40.6	50.0	36.7	35.2	32.1	31.5	23.8	35.8	36.2	33.8	32.5	25.3	45.0
NOT APPLICABLE	10	1	9	-	1	1	5	1	-	2	1	5	1	3	-
	.6	.1	1.3		1.1	.7	1.2	.2		.8	.6	.6	.4	.7	
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INSTALLED WEATHER STRIPPING AND CAULKING ON WINDOWS AND DOORS															
YES	1083	785	291	7	51	90	267	310	184	181	106	550	158	257	12
	65.3	80.0	43.6	70.0	56.7	62.1	63.0	64.7	71.9	68.3	69.7	67.3	65.0	60.2	60.0
NO	347	176	168	3	17	25	81	118	58	48	24	177	39	102	5
	20.9	18.0	25.1	30.0	18.9	17.2	19.1	24.6	22.6	18.1	15.8	21.7	16.1	23.9	25.0
NOT APPLICABLE	229	20	209	-	22	30	76	51	14	36	22	90	46	68	3
	13.8	2.0	31.3		24.4	20.7	17.9	10.7	5.5	13.6	14.5	11.0	18.9	15.9	15.0
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
HAD A HOME ENERGY AUDIT DONE--THIS INVOLVES HAVING A CERTIFIED SERVICE PERSON EXAMINE THE HOUSE & RATE IT FOR ENERGY EFFICIENCY														
YES	254	42	196	16	49	78	81	40	6	149	86	15	2	2
	15.3	13.1	15.5	21.6	18.3	14.3	14.8	16.1	11.8	16.4	13.7	15.8	12.5	18.2
NO	1061	212	808	41	160	333	356	177	35	570	411	62	12	6
	64.0	66.0	63.9	55.4	59.7	61.2	64.9	71.4	68.6	62.6	65.6	65.3	75.0	54.5
NOT APPLICABLE	341	67	257	17	59	132	110	30	10	189	129	18	2	3
	20.5	20.9	20.4	23.0	22.0	24.3	20.1	12.1	19.6	20.8	20.6	18.9	12.5	27.3
DON'T KNOW/NOT STATED	3	-	3	-	-	1	1	1	-	2	1	-	-	-
	.2		.2			.2	.2	.4		.2	.1			
OBTAINED LITERATURE ABOUT HOW TO SAVE ENERGY														
YES	1122	238	839	45	168	373	370	175	36	622	428	56	9	7
	67.6	74.1	66.4	60.8	62.7	68.6	67.5	70.6	70.6	68.4	68.3	58.9	56.3	63.6
NO	527	83	416	28	98	168	174	72	15	283	194	39	7	4
	31.8	25.9	32.9	37.8	36.6	30.9	31.8	29.0	29.4	31.1	30.9	41.1	43.7	36.4
NOT APPLICABLE	10	-	9	1	2	3	4	1	-	5	5	-	-	-
	.6		.7	1.4	.7	.5	.7	.4		.5	.8			
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-
INSTALLED WEATHER STRIPPING AND CAULKING ON WINDOWS AND DOORS														
YES	1083	191	850	42	183	341	369	156	34	577	418	69	12	7
	65.3	59.5	67.3	56.7	68.3	62.7	67.3	62.9	66.7	63.4	66.7	72.6	75.0	63.6
NO	347	82	248	17	46	123	106	63	9	192	131	20	2	2
	20.9	25.5	19.6	23.0	17.2	22.6	19.4	25.4	17.6	21.1	20.9	21.1	12.5	18.2
NOT APPLICABLE	229	48	166	15	39	80	73	29	8	141	78	6	2	2
	13.8	15.0	13.1	20.3	14.5	14.7	13.3	11.7	15.7	15.5	12.4	6.3	12.5	18.2
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
INSTALLED STORM WINDOWS AND/OR DOORS															
YES	843	114	100	122	99	119	115	103	71	414	413	337	163	144	192
	50.8	57.0	48.3	60.7	46.5	58.9	56.1	46.0	34.3	51.4	50.0	43.4	52.2	61.3	58.9
NO	539	29	82	61	78	46	59	86	98	276	256	273	111	66	87
	32.5	14.5	39.6	30.3	36.6	22.8	28.8	38.4	47.3	34.3	31.0	35.1	35.6	28.1	26.7
NOT APPLICABLE	274	57	25	18	35	36	31	34	38	113	156	165	37	25	47
	16.5	28.5	12.1	9.0	16.4	17.8	15.1	15.2	18.4	14.0	18.9	21.2	11.9	10.6	14.4
DON'T KNOW/NOT STATED	3	-	-	-	1	1	-	1	-	2	1	2	1	-	-
	.2				.5	.5		.4		.3	.1	.3	.3		
INSTALLED A TIMER CONTROLLED THERMOSTAT															
YES	297	24	26	37	54	50	31	37	38	145	146	114	56	49	77
	17.9	12.0	12.5	18.4	25.3	24.8	15.1	16.5	18.4	18.0	17.7	14.7	17.9	20.8	23.6
NO	1136	123	161	141	129	121	155	159	147	567	552	530	227	163	208
	68.5	61.5	77.8	70.2	60.6	59.9	75.6	71.0	71.0	70.4	66.8	68.2	72.8	69.4	63.8
NOT APPLICABLE	221	51	19	25	30	30	19	27	22	91	125	131	28	23	39
	13.3	25.5	9.2	11.4	14.1	14.8	9.3	12.1	10.6	11.3	15.1	16.9	9.0	9.8	12.0
DON'T KNOW/NOT STATED	5	2	1	-	-	1	-	1	-	2	3	2	1	-	2
	.3	1.0	.5			.5		.4		.3	.4	.2	.3		.6
OFTEN TALK WITH MY FRIENDS OR NEIGHBOURS ABOUT HOW TO SAVE ENERGY															
YES	742	99	109	114	105	82	93	71	69	379	353	344	144	102	149
	44.7	49.5	52.6	56.7	49.3	40.6	45.4	31.7	33.3	47.1	42.7	44.3	46.2	43.4	45.7
NO	904	100	94	85	107	119	112	151	136	418	469	427	168	129	174
	54.5	50.0	45.4	42.3	50.2	58.9	54.6	67.4	65.7	51.9	56.8	55.0	53.8	54.9	53.4
NOT APPLICABLE	10	1	2	2	1	1	-	2	1	5	4	4	-	4	2
	.6	.5	1.0	1.0	.5	.5		.9	.5	.6	.5	.5		1.7	.6
DON'T KNOW/NOT STATED	3	-	2	-	-	-	-	-	1	3	-	2	-	-	1
	.2		1.0						.5	.4		.2			.3

CO...MER CONTACT - STUDY #363-82

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
INSTALLED STORM WINDOWS AND/OR DOORS												
YES	843	220	193	412	18	562	46	83	29	106	15	2
	50.8	41.8	45.9	62.9	31.6	62.6	56.1	60.1	41.4	24.7	50.0	18.2
NO	539	210	154	162	13	307	29	32	29	122	13	7
	32.5	39.8	36.7	24.7	22.8	34.2	35.4	23.2	41.4	28.4	43.3	63.6
NOT APPLICABLE	274	95	73	80	26	28	6	23	12	201	2	2
	16.5	18.0	17.4	12.2	45.6	3.1	7.3	16.7	17.2	46.7	6.7	18.2
DON'T KNOW/NOT STATED	3	2	-	1	-	1	1	-	-	1	-	-
	.2	.4		.2		.1	1.2			.2		
INSTALLED A TIMER CONTROLLED THERMOSTAT												
YES	297	97	79	110	11	179	15	23	11	63	3	3
	17.9	18.4	18.8	16.8	19.3	19.9	18.3	16.7	15.7	14.7	10.0	27.3
NO	1136	361	280	472	23	702	62	97	52	191	25	7
	68.5	68.5	66.7	72.1	40.4	78.2	75.6	70.3	74.3	44.4	83.4	63.6
NOT APPLICABLE	221	68	61	69	23	15	4	17	7	176	1	1
	13.3	12.9	14.5	10.5	40.3	1.7	4.9	12.3	10.0	40.9	3.3	9.1
DON'T KNOW/NOT STATED	5	1	-	4	-	2	1	1	-	-	1	-
	.3	.2		.6		.2	1.2	.7			3.3	
OFTEN TALK WITH MY FRIENDS OR NEIGHBOURS ABOUT HOW TO SAVE ENERGY												
YES	742	225	187	308	22	412	44	73	21	173	17	2
	44.7	42.7	44.5	47.0	38.6	45.9	53.7	52.9	30.0	40.3	56.7	18.2
NO	904	297	230	343	34	482	38	64	49	250	13	8
	54.5	56.3	54.8	52.4	59.6	53.7	46.3	46.4	70.0	58.1	43.3	72.7
NOT APPLICABLE	10	3	3	3	1	1	-	1	-	7	-	1
	.6	.6	.7	.5	1.8	.1		.7		1.6		9.1
DON'T KNOW/NOT STATED	3	2	-	1	-	3	-	-	-	-	-	-
	.2	.4		.1		.3						

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECOM -DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
INSTALLED STORM WINDOWS AND/OR DOORS															
YES	843	628	210	5	40	72	207	242	140	142	93	447	111	181	11
	50.8	64.0	31.4	50.0	44.4	49.7	48.8	50.5	54.7	53.6	61.2	54.7	45.7	42.4	55.0
NO	539	316	219	4	26	37	127	178	92	79	34	261	78	161	5
	32.5	32.2	32.8	40.0	28.9	25.5	30.0	37.2	35.9	29.8	22.4	32.0	32.1	37.7	25.0
NOT APPLICABLE	274	36	237	1	24	36	88	58	24	44	24	109	52	85	4
	16.5	3.7	35.5	10.0	26.7	24.8	20.7	12.1	9.4	16.6	15.8	13.3	21.4	19.9	20.0
DON'T KNOW/NOT STATED	3	1	2	-	-	-	2	1	-	-	1	-	2	-	-
	.2	.1	.3				.5	.2			.6		.8		
INSTALLED A TIMER CONTROLLED THERMOSTAT															
YES	297	201	93	3	14	21	71	87	50	54	41	147	33	71	5
	17.9	20.5	13.9	30.0	15.6	14.5	16.7	18.2	19.5	20.4	27.0	18.0	13.6	16.6	25.0
NO	1136	763	367	6	56	86	276	345	192	181	92	573	168	291	12
	68.5	77.8	55.0	60.0	62.2	59.3	65.1	72.0	75.0	68.3	60.5	70.1	69.1	68.2	60.0
NOT APPLICABLE	221	13	207	1	20	37	75	46	14	29	19	94	41	64	3
	13.3	1.3	31.0	10.0	22.2	25.5	17.7	9.6	5.5	10.9	12.5	11.5	16.9	15.0	15.0
DON'T KNOW/NOT STATED	5	4	1	-	-	1	2	1	-	1	-	3	1	1	-
	.3	.4	.1			.7	.5	.2		.4		.4	.4	.2	
OFTEN TALK WITH MY FRIENDS OR NEIGHBOURS ABOUT HOW TO SAVE ENERGY															
YES	742	456	283	3	42	75	193	219	94	119	66	375	110	184	7
	44.7	46.5	42.4	30.0	46.7	51.7	45.5	45.7	36.7	44.9	43.4	45.9	45.3	43.1	35.0
NO	904	521	377	6	46	68	228	258	162	142	82	437	131	242	12
	54.5	53.1	56.4	60.0	51.1	46.9	53.8	53.9	63.3	53.6	54.0	53.5	53.9	56.7	60.0
NOT APPLICABLE	10	1	8	1	2	1	3	-	-	4	4	2	2	1	1
	.6	.1	1.2	10.0	2.2	.7	.7			1.5	2.6	.2	.8	.2	5.0
DON'T KNOW/NOT STATED	3	3	-	-	-	1	-	2	-	-	-	3	-	-	-
	.2	.3				.7		.4				.4			

PRACTICAL ENERGY BEHAVIOUR AND READERSHIP Q.10A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
INSTALLED STORM WINDOWS AND/OR DOORS														
YES	843	151	659	33	150	266	272	130	25	468	309	50	11	5
	50.8	47.1	52.1	44.6	56.0	48.9	49.6	52.4	49.0	51.4	49.3	52.6	68.8	45.4
NO	539	113	401	25	71	183	184	85	16	277	222	34	3	3
	32.5	35.2	31.7	33.8	26.5	33.6	33.6	34.3	31.4	30.5	35.4	35.8	18.7	27.3
NOT APPLICABLE	274	56	202	16	47	94	91	33	9	163	95	11	2	3
	16.5	17.4	16.0	21.6	17.5	17.3	16.6	13.3	17.6	17.9	15.2	11.6	12.5	27.3
DON'T KNOW/NOT STATED	3	1	2	-	-	1	1	-	1	2	1	-	-	-
	.2	.3	.2			.2	.2		2.0	.2	.1			
INSTALLED A TIMER CONTROLLED THERMOSTAT														
YES	297	46	237	14	57	92	97	40	11	152	118	21	3	3
	17.9	14.3	18.8	18.9	21.3	16.9	17.7	16.1	21.6	16.7	18.8	22.1	18.8	27.3
NO	1136	231	861	44	168	373	382	181	32	622	430	66	12	6
	68.5	72.0	68.1	59.5	62.7	68.6	69.7	73.0	62.7	68.4	68.6	69.5	75.0	54.5
NOT APPLICABLE	221	42	164	15	43	76	68	26	8	134	76	8	1	2
	13.3	13.1	13.0	20.3	16.0	14.0	12.4	10.5	15.7	14.7	12.1	8.4	6.2	18.2
DON'T KNOW/NOT STATED	5	2	2	1	-	3	1	1	-	2	3	-	-	-
	.3	.6	.1	1.3		.5	.2	.4		.2	.5			
OFTEN TALK WITH MY FRIENDS OR NEIGHBOURS ABOUT HOW TO SAVE ENERGY														
YES	742	154	561	27	133	268	212	104	25	442	260	31	4	5
	44.7	48.0	44.4	36.5	49.6	49.3	38.7	41.9	49.0	48.6	41.5	32.6	25.0	45.5
NO	904	164	694	46	133	272	331	144	24	464	360	63	12	5
	54.5	51.1	54.9	62.2	49.6	50.0	60.4	58.1	47.0	51.0	57.4	66.3	75.0	45.4
NOT APPLICABLE	10	2	7	1	1	4	4	-	1	4	4	1	-	1
	.6	.6	.6	1.3	.4	.7	.7		2.0	.4	.6	1.1		9.1
DON'T KNOW/NOT STATED	3	1	2	-	1	-	1	-	1	-	3	-	-	-
	.2	.3	.1		.4		.2		2.0		.5			

HEARD OF ENERSAVE PROGRAM Q.10B
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
YES	621	90	68	59	108	79	85	71	61	338	272	313	129	82	95
	37.4	45.0	32.9	29.4	50.7	39.1	41.5	31.7	29.5	42.0	32.9	40.3	41.3	34.9	29.1
NO	1034	110	139	142	103	122	120	152	146	464	553	460	183	153	231
	62.3	55.0	67.1	70.6	48.4	60.4	58.5	67.9	70.5	57.6	67.0	59.2	58.7	65.1	70.9
DON'T KNOW/NOT STATED	4	-	-	-	2	1	-	1	-	3	1	4	-	-	-
	.3				.9	.5		.4		.4	.1	.5			

HEARD OF ENERSAVE PROGRAM Q.10B
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
YES	621	187	161	260	13	356	35	49	29	135	14	3
	37.4	35.5	38.3	39.7	22.8	39.7	42.7	35.5	41.4	31.4	46.7	27.3
NO	1034	339	259	392	44	541	47	89	41	292	16	8
	62.3	64.3	61.7	59.8	77.2	60.2	57.3	64.5	58.6	67.9	53.3	72.7
DON'T KNOW/NOT STATED	4	1	-	3	-	1	-	-	-	3	-	-
	.3	.2		.5		.1				.7		

HEARD OF ENERSAVE PROGRAM Q.10B
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
YES	621	397	223	1	22	45	157	209	110	78	40	278	97	200	6
	37.4	40.5	33.4	10.0	24.4	31.0	37.0	43.6	43.0	29.4	26.3	34.0	39.9	46.9	30.0
NO	1034	583	442	9	68	100	265	269	145	187	112	537	145	226	14
	62.3	59.4	66.2	90.0	75.6	69.0	62.5	56.2	56.6	70.6	73.7	65.7	59.7	52.9	70.0
DON'T KNOW/NOT STATED	4	1	3	-	-	-	2	1	1	-	-	2	1	1	-
	.3	.1	.4				.5	.2	.4			.3	.4	.2	

HEARD OF ENERSAVE PROGRAM Q.10B
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
YES	621	159	435	27	83	204	217	106	11	355	221	34	8	3
	37.4	49.5	34.4	36.5	31.0	37.5	39.6	42.7	21.6	39.0	35.2	35.8	50.0	27.3
NO	1034	161	826	47	185	337	330	142	40	552	405	61	8	8
	62.3	50.2	65.4	63.5	69.0	61.9	60.2	57.3	78.4	60.7	64.6	64.2	50.0	72.7
DON'T KNOW/NOT STATED	4	1	3	-	-	3	1	-	-	3	1	-	-	-
	.3	.3	.2			.6	.2			.3	.2			

PARTICIPATION IN ENERSAVE PROGRAM Q.10C
BASE: THOSE AWARE OF THE ENERSAVE PROGRAM
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	621	90	68	59	108	79	85	71	61	338	272	313	129	82	95
YES	142	25	15	12	38	13	16	11	12	75	63	58	42	21	20
	22.9	27.8	22.1	20.3	35.2	16.5	18.8	15.5	19.7	22.2	23.2	18.5	32.6	25.6	21.1
NO	479	65	53	47	70	66	69	60	49	263	209	255	87	61	75
	77.1	72.2	77.9	79.7	64.8	83.5	81.2	84.5	80.3	77.8	76.8	81.5	67.4	74.4	78.9
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PARTICIPATION IN ENERSAVE PROGRAM Q.10C
BASE: THOSE AWARE OF THE ENERSAVE PROGRAM
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	621	187	161	260	13	356	35	49	29	135	14	3
YES	142	36	35	69	2	100	7	7	13	14	1	-
	22.9	19.3	21.7	26.5	15.4	28.1	20.0	14.3	44.8	10.4	7.1	
NO	479	151	126	191	11	256	28	42	16	121	13	3
	77.1	80.7	78.3	73.5	84.6	71.9	80.0	85.7	55.2	89.6	92.9	100.0
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-

PARTICIPATION IN ENERSAVE PROGRAM Q.10C
BASE: THOSE AWARE OF THE ENERSAVE PROGRAM
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	621	397	223	1	22	45	157	209	110	78	40	278	97	200	6
YES	142	115	27	-	3	11	31	44	35	18	7	54	28	50	3
	22.9	29.0	12.1		13.6	24.4	19.7	21.1	31.8	23.1	17.5	19.4	28.9	25.0	50.0
NO	479	282	196	1	19	34	126	165	75	60	33	224	69	150	3
	77.1	71.0	87.9	100.0	86.4	75.6	80.3	78.9	68.2	76.9	82.5	80.6	71.1	75.0	50.0
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PARTICIPATION IN ENERSAVE PROGRAM Q.10C
BASE: THOSE AWARE OF THE ENERSAVE PROGRAM
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	621	159	435	27	83	204	217	106	11	355	221	34	8	3
YES	142	37	102	3	21	44	48	26	3	85	48	6	2	1
	22.9	23.3	23.4	11.1	25.3	21.6	22.1	24.5	27.3	23.9	21.7	17.6	25.0	33.3
NO	479	122	333	24	62	160	169	80	8	270	173	28	6	2
	77.1	76.7	76.6	88.9	74.7	78.4	77.9	75.5	72.7	76.1	78.3	82.4	75.0	66.7
DON'T KNOW/NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-

HEARD OF CANADIAN HOME INSULATION PROGRAM (CHIP) Q.10D
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
YES	1209	134	134	104	171	148	176	182	160	612	572	549	238	186	231
	72.9	67.0	64.7	51.7	80.3	73.3	85.9	81.3	77.3	76.0	69.2	70.7	76.3	79.2	70.9
NO	444	65	73	97	41	53	28	41	46	191	250	225	74	48	93
	26.8	32.5	35.3	48.3	19.2	26.2	13.6	18.3	22.2	23.7	30.3	28.9	23.7	20.4	28.5
DON'T KNOW/NOT STATED	6	1	-	-	1	1	1	1	1	2	4	3	-	1	2
	.3	.5			.5	.5	.5	.4	.5	.3	.5	.4		.4	.6

HEARD OF CANADIAN HOME INSULATION PROGRAM (CHIP) Q.10D
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
YES	1209	373	316	484	36	711	65	82	52	270	21	8
	72.9	70.8	75.2	73.9	63.2	79.2	79.3	59.4	74.3	62.8	70.0	72.7
NO	444	152	104	168	20	185	17	56	18	156	9	3
	26.8	28.8	24.8	25.6	35.1	20.6	20.7	40.6	25.7	36.3	30.0	27.3
DON'T KNOW/NOT STATED	6	2	-	3	1	2	-	-	-	4	-	-
	.3	.4		.5	1.7	.2				.9		

OTHER CONTACT - STUDY #363-82

HEARD OF CANADIAN HOME INSULATION PROGRAM (CHIP) Q.10D
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
YES	1209 72.9	766 78.1	439 65.7	4 40.0	55 61.1	97 66.9	310 73.1	371 77.5	209 81.6	167 63.0	105 69.1	571 69.9	180 74.1	339 79.4	14 70.0
NO	444 26.8	213 21.7	225 33.7	6 60.0	35 38.9	48 33.1	111 26.2	107 22.3	47 18.4	96 36.2	47 30.9	241 29.5	63 25.9	87 20.4	6 30.0
DON'T KNOW/NOT STATED	6 .3	2 .2	4 .6	-	-	-	3 .7	1 .2	-	2 .8	-	5 .6	-	1 .2	-

HEARD OF CANADIAN HOME INSULATION PROGRAM (CHIP) Q.10D
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
YES	1209	252	906	51	172	386	422	196	33	681	444	70	9	5
	72.9	78.5	71.7	68.9	64.2	71.0	77.0	79.0	64.7	74.8	70.8	73.7	56.3	45.5
NO	444	69	352	23	96	155	123	52	18	227	179	25	7	6
	26.8	21.5	27.8	31.1	35.8	28.5	22.5	21.0	35.3	25.0	28.6	26.3	43.7	54.5
DON'T KNOW/NOT STATED	6	-	6	-	-	3	3	-	-	2	4	-	-	-
	.3		.5			.5	.5			.2	.6			

OTHER CONTACT - STUDY #363-82

RECEIVED A GRANT UNDER THE CHIP Q.10E
BASE: THOSE AWARE OF THE CANADIAN HOME INSULATION PROGRAM
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1209	134	134	104	171	148	176	182	160	612	572	549	238	186	231
YES	249 20.6	38 28.4	25 18.7	6 5.8	26 15.2	48 32.4	43 24.4	29 15.9	34 21.3	125 20.4	119 20.8	75 13.7	69 29.0	39 21.0	65 28.2
NO	956 79.1	96 71.6	109 81.3	98 94.2	145 84.8	99 66.9	132 75.0	153 84.1	124 77.5	484 79.1	452 79.0	473 86.1	168 70.6	146 78.5	165 71.4
DON'T KNOW/NOT STATED	4 .3	-	-	-	-	1 .7	1 .6	-	2 1.2	3 .5	1 .2	1 .2	1 .4	1 .5	1 .4

RECEIVED A GRANT UNDER THE CHIP Q.10E
BASE: THOSE AWARE OF THE CANADIAN HOME INSULATION PROGRAM
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1209	373	316	484	36	711	65	82	52	270	21	8
YES	249	19	45	183	2	214	10	10	4	8	2	1
	20.6	5.1	14.2	37.8	5.5	30.1	15.4	12.2	7.7	3.0	9.5	12.5
NO	956	352	271	300	33	494	55	72	48	261	19	7
	79.1	94.4	85.8	62.0	91.7	69.5	84.6	87.8	92.3	96.6	90.5	87.5
DON'T KNOW/NOT STATED	4	2	-	1	1	3	-	-	-	1	-	-
	.3	.5		.2	2.8	.4				.4		

RECEIVED A GRANT UNDER THE CHIP Q.10E
BASE: THOSE AWARE OF THE CANADIAN HOME INSULATION PROGRAM
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1209	766	439	4	55	97	310	371	209	167	105	571	180	339	14
YES	249	227	21	1	9	13	63	76	53	35	31	116	27	72	3
	20.6	29.6	4.8	25.0	16.4	13.4	20.3	20.5	25.4	21.0	29.5	20.3	15.0	21.2	21.4
NO	956	536	417	3	46	84	245	294	156	131	74	454	150	267	11
	79.1	70.0	95.0	75.0	83.6	86.6	79.0	79.2	74.6	78.4	70.5	79.5	83.3	78.8	78.6
DON'T KNOW/NOT STATED	4	3	1	-	-	-	2	1	-	1	-	1	3	-	-
	.3	.4	.2				.7	.3		.6		.2	1.7		

RECEIVED A GRANT UNDER THE CHIP Q.10E
BASE: THOSE AWARE OF THE CANADIAN HOME INSULATION PROGRAM
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1209	252	906	51	172	386	422	196	33	681	444	70	9	5
YES	249	44	190	15	32	74	99	41	3	153	79	13	2	2
	20.6	17.5	21.0	29.4	18.6	19.2	23.5	20.9	9.1	22.5	17.8	18.6	22.2	40.0
NO	956	207	713	36	138	312	322	154	30	526	363	57	7	3
	79.1	82.1	78.7	70.6	80.2	80.8	76.3	78.6	90.9	77.2	81.8	81.4	77.8	60.0
DON'T KNOW/NOT STATED	4	1	3	-	2	-	1	1	-	2	2	-	-	-
	.3	.4	.3		1.2		.2	.5		.3	.4			

VIEW ON CANADA AND ASPECTS OF ENERGY Q.11
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ON AVERAGE, CANADIAN USE MORE ENERGY THAN ANY OTHER COUNTRY IN THE WORLD															
TRUE	965	107	137	122	136	114	115	134	100	504	440	437	194	146	183
	58.2	53.5	66.2	60.7	63.9	56.4	56.1	59.8	48.3	62.6	53.3	56.2	62.2	62.1	56.1
FALSE	482	64	37	51	58	68	67	62	75	224	254	274	79	55	71
	29.0	32.0	17.9	25.4	27.2	33.7	32.7	27.7	36.2	27.8	30.7	35.3	25.3	23.4	21.8
DON'T KNOW	204	27	31	27	19	20	23	28	29	75	128	65	35	33	70
	12.3	13.5	15.0	13.4	8.9	9.9	11.2	12.5	14.0	9.3	15.5	8.4	11.2	14.1	21.5
NOT APPLICABLE	8	2	2	1	-	-	-	-	3	2	4	1	4	1	2
	.5	1.0	.9	.5					1.5	.3	.5	.1	1.3	.4	.6
CANADA HAS TO IMPORT OIL TO MEET THE COUNTRY'S ENERGY NEEDS															
TRUE	1016	134	168	149	136	119	114	81	115	504	491	455	207	151	200
	61.2	67.0	81.1	74.1	63.8	58.9	55.6	36.2	55.6	62.6	59.4	58.6	66.3	64.3	61.4
FALSE	519	51	20	34	66	67	77	130	74	262	250	282	81	56	94
	31.3	25.5	9.7	16.9	31.0	33.2	37.6	58.0	35.7	32.5	30.3	36.3	26.0	23.8	28.8
DON'T KNOW	121	14	19	18	11	16	14	11	18	36	85	39	23	27	32
	7.3	7.0	9.2	9.0	5.2	7.9	6.8	4.9	8.7	4.5	10.3	5.0	7.4	11.5	9.8
NOT APPLICABLE	3	1	-	-	-	-	-	2	-	3	-	1	1	1	-
	.2	.5						.9		.4		.1	.3	.4	
CANADIANS PAY ABOUT THE SAME FOR THEIR ENERGY AS CONSUMERS IN OTHER COUNTRIES															
TRUE	185	26	33	30	31	16	11	15	23	87	93	71	43	26	45
	11.2	13.0	15.9	14.9	14.5	7.9	5.4	6.7	11.1	10.8	11.3	9.1	13.8	11.1	13.8
FALSE	1277	147	138	142	165	156	177	190	162	658	598	643	236	180	210
	77.0	73.5	66.7	70.7	77.5	77.2	86.3	84.8	78.3	81.7	72.4	82.8	75.7	76.6	64.4
DON'T KNOW	190	26	36	29	17	26	16	18	22	57	131	61	31	28	69
	11.4	13.0	17.4	14.4	8.0	12.9	7.8	8.0	10.6	7.1	15.8	7.9	9.9	11.9	21.2
NOT APPLICABLE	7	1	-	-	-	4	1	1	-	3	4	2	2	1	2
	.4	.5				2.0	.5	.5		.4	.5	.2	.6	.4	.6

VIEW ON CANADA AND ASPECTS OF ENERGY Q.11
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
ON AVERAGE, CANADIAN USE MORE ENERGY THAN ANY OTHER COUNTRY IN THE WORLD												
TRUE	965	319	242	374	30	528	41	79	43	247	21	6
	58.2	60.5	57.6	57.1	52.6	58.8	50.0	57.3	61.4	57.5	70.0	54.5
FALSE	482	146	126	194	16	240	31	38	21	142	6	4
	29.0	27.7	30.0	29.6	28.1	26.7	37.8	27.5	30.0	33.0	20.0	36.4
DON'T KNOW	204	61	49	83	11	125	10	20	5	40	3	1
	12.3	11.6	11.7	12.7	19.3	13.9	12.2	14.5	7.2	9.3	10.0	9.1
NOT APPLICABLE	8	1	3	4	-	5	-	1	1	1	-	-
	.5	.2	.7	.6		.6		.7	1.4	.2		
CANADA HAS TO IMPORT OIL TO MEET THE COUNTRY'S ENERGY NEEDS												
TRUE	1016	311	253	419	33	546	46	88	41	273	20	2
	61.2	59.0	60.2	64.0	57.9	60.8	56.1	63.8	58.6	63.5	66.7	18.2
FALSE	519	185	133	185	16	283	32	36	25	126	8	9
	31.3	35.1	31.7	28.2	28.1	31.5	39.0	26.1	35.7	29.3	26.7	81.8
DON'T KNOW	121	30	33	50	8	68	3	14	4	31	1	-
	7.3	5.7	7.9	7.6	14.0	7.6	3.7	10.1	5.7	7.2	3.3	
NOT APPLICABLE	3	1	1	1	-	1	1	-	-	-	1	-
	.2	.2	.2	.2		.1	1.2				3.3	
CANADIANS PAY ABOUT THE SAME FOR THEIR ENERGY AS CONSUMERS IN OTHER COUNTRIES												
TRUE	185	52	55	64	14	82	6	16	10	63	5	3
	11.2	9.9	13.1	9.8	24.6	9.1	7.3	11.6	14.3	14.7	16.7	27.3
FALSE	1277	429	312	504	32	710	70	99	56	315	20	7
	77.0	81.4	74.3	76.9	56.1	79.1	85.4	71.7	80.0	73.2	66.7	63.6
DON'T KNOW	190	43	52	84	11	104	6	23	3	48	5	1
	11.4	8.1	12.4	12.8	19.3	11.6	7.3	16.7	4.3	11.2	16.6	9.1
NOT APPLICABLE	7	3	1	3	-	2	-	-	1	4	-	-
	.4	.6	.2	.5		.2			1.4	.9		

VIEW ON CANADA AND ASPECTS OF ENERGY Q.11
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ON AVERAGE, CANADIAN USE MORE ENERGY THAN ANY OTHER COUNTRY IN THE WORLD															
TRUE	965	579	378	8	44	79	254	290	161	137	82	441	151	281	10
	58.2	59.0	56.6	80.0	48.9	54.5	59.9	60.5	62.9	51.7	53.9	54.0	62.1	65.8	50.0
FALSE	482	260	220	2	30	48	121	144	68	71	39	252	66	120	5
	29.0	26.5	32.9	20.0	33.3	33.1	28.5	30.1	26.6	26.8	25.7	30.8	27.2	28.1	25.0
DON'T KNOW	204	136	68	-	16	18	45	45	25	55	30	121	23	25	5
	12.3	13.9	10.2		17.8	12.4	10.6	9.4	9.7	20.8	19.7	14.8	9.5	5.9	25.0
NOT APPLICABLE	8	6	2	-	-	-	4	-	2	2	1	3	3	1	-
	.5	.6	.3				1.0		.8	.7	.7	.4	1.2	.2	
CANADA HAS TO IMPORT OIL TO MEET THE COUNTRY'S ENERGY NEEDS															
TRUE	1016	604	407	5	59	90	272	308	144	143	81	489	151	288	7
	61.2	61.6	60.9	50.0	65.6	62.1	64.2	64.3	56.2	54.0	53.3	59.9	62.1	67.4	35.0
FALSE	519	302	212	5	20	43	115	145	100	96	51	260	77	119	12
	31.3	30.8	31.8	50.0	22.2	29.6	27.1	30.3	39.1	36.2	33.6	31.8	31.7	27.9	60.0
DON'T KNOW	121	72	49	-	11	12	37	26	9	26	20	67	15	18	1
	7.3	7.3	7.3		12.2	8.3	8.7	5.4	3.5	9.8	13.1	8.2	6.2	4.2	5.0
NOT APPLICABLE	3	3	-	-	-	-	-	-	3	-	-	1	-	2	-
	.2	.3							1.2			.1		.5	
CANADIANS PAY ABOUT THE SAME FOR THEIR ENERGY AS CONSUMERS IN OTHER COUNTRIES															
TRUE	185	96	85	4	12	28	44	54	17	30	27	93	24	38	3
	11.2	9.8	12.7	40.0	13.3	19.3	10.4	11.3	6.6	11.3	17.8	11.4	9.9	8.9	15.0
FALSE	1277	772	499	6	52	97	329	395	218	186	86	616	195	365	15
	77.0	78.7	74.7	60.0	57.8	66.9	77.6	82.5	85.2	70.2	56.6	75.4	80.2	85.5	75.0
DON'T KNOW	190	111	79	-	26	19	51	28	19	47	38	105	23	22	2
	11.4	11.3	11.8		28.9	13.1	12.0	5.8	7.4	17.7	25.0	12.8	9.5	5.1	10.0
NOT APPLICABLE	7	2	5	-	-	1	-	2	2	2	1	3	1	2	-
	.4	.2	.8			.7		.4	.8	.8	.6	.4	.4	.5	

ER CONTACT - STUDY 8363-82

VIEW ON CANADA AND ASPECTS OF ENERGY Q.11
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
TOTAL														
ON AVERAGE, CANADIAN USE MORE ENERGY THAN ANY OTHER COUNTRY IN THE WORLD														
TRUE	965	225	695	45	151	309	326	151	28	556	344	52	10	3
	58.2	70.1	55.0	60.8	56.3	56.8	59.5	60.9	54.9	61.1	54.9	54.7	62.5	27.3
FALSE	482	71	395	16	80	164	157	65	16	244	199	30	5	4
	29.0	22.1	31.3	21.6	29.9	30.1	28.6	26.2	31.4	26.8	31.7	31.6	31.3	36.4
DON'T KNOW	204	23	170	11	34	69	63	31	7	108	79	12	1	4
	12.3	7.2	13.4	14.9	12.7	12.7	11.5	12.5	13.7	11.9	12.6	12.6	6.2	36.3
NOT APPLICABLE	8	2	4	2	3	2	2	1	-	2	5	1	-	-
	.5	.6	.3	2.7	1.1	.4	.4	.4		.2	.8	1.1		
CANADA HAS TO IMPORT OIL TO MEET THE COUNTRY'S ENERGY NEEDS														
TRUE	1016	215	757	44	178	354	332	128	24	564	383	56	8	5
	61.2	67.0	59.9	59.5	66.4	65.1	60.6	51.6	47.1	62.0	61.1	59.8	50.0	45.4
FALSE	519	92	404	23	70	146	182	104	17	277	201	29	8	4
	31.3	28.7	32.0	31.1	26.1	26.8	33.2	41.9	33.3	30.4	32.1	30.5	50.0	36.4
DON'T KNOW	121	13	102	6	20	44	33	15	9	67	42	10	-	2
	7.3	4.0	8.0	8.1	7.5	8.1	6.0	6.1	17.6	7.4	6.7	10.5	-	18.2
NOT APPLICABLE	3	1	1	1	-	-	1	1	1	2	1	-	-	-
	.2	.3	.1	1.3			.2	.4	2.0	.2	.1			
CANADIANS PAY ABOUT THE SAME FOR THEIR ENERGY AS CONSUMERS IN OTHER COUNTRIES														
TRUE	185	26	151	8	36	66	59	19	5	100	71	11	-	3
	11.2	8.1	11.9	10.8	13.5	12.1	10.8	7.7	9.8	11.0	11.3	11.6		27.3
FALSE	1277	278	950	49	196	413	430	204	34	707	480	70	14	6
	77.0	86.6	75.2	66.2	73.1	75.9	78.5	82.2	66.7	77.7	76.6	73.7	87.5	54.5
DON'T KNOW	190	17	158	15	36	64	55	23	12	101	72	13	2	2
	11.4	5.3	12.5	20.3	13.4	11.8	10.0	9.3	23.5	11.1	11.5	13.7	12.5	18.2
NOT APPLICABLE	7	-	5	2	-	1	4	2	-	2	4	1	-	-
	.4		.4	2.7		.2	.7	.8		.2	.6	1.0		

CLAIMED USAGE OF SELECTED TYPES OF ENERGY Q.12
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ELECTRICITY															
MORE	151	18	19	24	20	15	23	22	10	85	64	87	27	23	14
	9.1	9.0	9.2	11.9	9.4	7.4	11.2	9.8	4.8	10.6	7.7	11.2	8.6	9.8	4.3
ABOUT THE SAME	837	90	112	100	102	99	111	114	109	404	419	350	171	122	189
	50.5	45.0	54.1	49.8	47.9	49.0	54.1	50.9	52.7	50.2	50.7	45.0	54.8	51.9	58.0
LESS	632	88	72	72	87	74	68	85	86	295	327	319	106	87	116
	38.1	44.0	34.8	35.8	40.8	36.6	33.2	38.0	41.5	36.6	39.6	41.1	34.0	37.0	35.6
DON'T KNOW	19	-	2	4	3	6	2	1	1	9	8	8	4	2	5
	1.1		1.0	2.0	1.4	3.0	1.0	.4	.5	1.1	1.0	1.0	1.3	.9	1.5
NOT APPLICABLE	20	4	2	1	1	8	1	2	1	12	8	13	4	1	2
	1.2	2.0	.9	.5	.5	4.0	.5	.9	.5	1.5	1.0	1.7	1.3	.4	.6
HOME HEATING FUEL															
MORE	135	17	12	16	9	21	19	32	9	67	65	70	25	20	19
	8.1	8.5	5.8	8.0	4.2	10.4	9.3	14.3	4.3	8.3	7.9	9.0	8.0	8.5	5.8
ABOUT THE SAME	524	55	63	60	82	61	83	53	67	256	258	208	102	82	131
	31.6	27.5	30.4	29.8	38.5	30.2	40.5	23.7	32.4	31.8	31.2	26.8	32.7	34.9	40.2
LESS	538	66	44	56	84	74	76	56	82	272	258	250	108	76	99
	32.4	33.0	21.3	27.9	39.5	36.6	37.1	25.0	39.6	33.8	31.2	32.2	34.6	32.4	30.4
DON'T KNOW	83	6	27	19	9	12	5	3	2	37	45	42	14	9	16
	5.0	3.0	13.0	9.4	4.2	6.0	2.4	1.3	1.0	4.6	5.5	5.4	4.5	3.8	4.9
NOT APPLICABLE	379	56	61	50	29	34	22	80	47	173	200	207	63	48	61
	22.9	28.0	29.5	24.9	13.6	16.8	10.7	35.7	22.7	21.5	24.2	26.6	20.2	20.4	18.7
GASOLINE															
MORE	169	24	11	11	28	20	20	33	22	87	80	115	25	16	13
	10.2	12.0	5.3	5.5	13.2	9.9	9.8	14.7	10.6	10.8	9.7	14.8	8.0	6.8	4.0
ABOUT THE SAME	617	65	76	57	87	81	88	87	76	290	315	260	143	108	106
	37.2	32.5	36.7	28.3	40.8	40.1	42.9	38.8	36.7	36.0	38.1	33.5	45.9	46.0	32.5
LESS	698	87	102	95	82	81	71	91	89	374	312	327	128	92	146
	42.1	43.5	49.3	47.3	38.5	40.1	34.6	40.6	43.0	46.5	37.8	42.1	41.0	39.1	44.8
DON'T KNOW	24	-	5	6	2	4	4	1	2	6	18	5	5	2	11
	1.4		2.4	3.0	.9	2.0	2.0	.5	1.0	.7	2.2	.6	1.6	.9	3.4
NOT APPLICABLE	151	24	13	32	14	16	22	12	18	48	101	70	11	17	50
	9.1	12.0	6.3	15.9	6.6	7.9	10.7	5.4	8.7	6.0	12.2	9.0	3.5	7.2	15.3

CLAIMED USAGE OF SELECTED TYPES OF ENERGY Q.12
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
ELECTRICITY												
MORE	151	55	29	61	6	74	11	15	11	38	2	-
	9.1	10.5	6.9	9.3	10.5	8.3	13.4	10.9	15.7	8.8	6.7	
ABOUT THE SAME	837	250	210	350	27	475	31	78	32	202	10	9
	50.5	47.4	50.0	53.4	47.4	52.9	37.8	56.5	45.7	47.0	33.3	81.8
LESS	632	215	168	230	19	338	38	44	24	168	18	2
	38.1	40.8	40.0	35.1	33.3	37.6	46.4	31.9	34.3	39.1	60.0	18.2
DON'T KNOW	19	1	3	11	4	7	2	-	-	10	-	-
	1.1	.2	.7	1.7	7.0	.8	2.4			2.3		
NOT APPLICABLE	20	6	10	3	1	4	-	1	3	12	-	-
	1.2	1.1	2.4	.5	1.8	.4		.7	4.3	2.8		
HOME HEATING FUEL												
MORE	135	36	35	60	4	76	13	16	6	20	3	1
	8.1	6.8	8.3	9.2	7.0	8.5	15.9	11.6	8.6	4.7	10.0	9.1
ABOUT THE SAME	524	145	134	236	9	334	20	54	22	83	7	4
	31.6	27.5	31.9	36.0	15.8	37.2	24.4	39.1	31.4	19.3	23.4	36.4
LESS	538	162	131	232	13	348	33	35	21	88	9	4
	32.4	30.8	31.2	35.4	22.8	38.7	40.2	25.4	30.0	20.5	30.0	36.3
DON'T KNOW	83	26	21	27	9	27	4	7	3	41	1	-
	5.0	4.9	5.0	4.1	15.8	3.0	4.9	5.1	4.3	9.5	3.3	
NOT APPLICABLE	379	158	99	100	22	113	12	26	18	198	10	2
	22.9	30.0	23.6	15.3	38.6	12.6	14.6	18.8	25.7	46.0	33.3	18.2
GASOLINE												
MORE	169	71	33	62	3	87	12	13	9	45	1	2
	10.2	13.5	7.9	9.5	5.3	9.7	14.6	9.4	12.9	10.5	3.3	18.2
ABOUT THE SAME	617	199	174	231	13	391	30	52	24	120	6	4
	37.2	37.8	41.4	35.2	22.8	42.4	36.6	37.7	34.3	27.9	20.0	36.3
LESS	698	224	176	275	23	390	36	48	29	175	17	3
	42.1	42.5	41.9	42.0	40.3	43.4	43.9	34.8	41.4	40.7	56.7	27.3
DON'T KNOW	24	5	4	11	4	6	1	6	1	10	-	-
	1.4	.9	1.0	1.7	7.0	.7	1.2	4.3	1.4	2.3		
NOT APPLICABLE	151	28	33	76	14	34	3	19	7	80	6	2
	9.1	5.3	7.8	11.6	24.6	3.8	3.7	13.8	10.0	18.6	20.0	18.2

CLAIMED USAGE OF SELECTED TYPES OF ENERGY Q.12
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEMENTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ELECTRICITY															
MORE	151	87	64	-	8	16	31	42	29	25	14	88	16	32	1
	9.1	8.9	9.6		8.9	11.0	7.3	8.8	11.3	9.4	9.2	10.8	6.6	7.5	5.0
ABOUT THE SAME	837	513	316	8	46	71	212	241	135	132	83	405	135	204	10
	50.5	52.3	47.3	80.0	51.1	49.0	50.0	50.3	52.7	49.8	54.6	49.6	55.6	47.8	50.0
LESS	632	369	261	2	31	54	172	186	91	98	48	311	89	176	8
	38.1	37.6	39.1	20.0	34.5	37.2	40.6	38.8	35.6	37.0	31.6	38.1	36.6	41.2	40.0
DON'T KNOW	19	6	13	-	3	-	5	6	-	5	3	7	2	7	-
	1.1	.6	1.9		3.3		1.2	1.3		1.9	2.0	.8	.8	1.6	
NOT APPLICABLE	20	6	14	-	2	4	4	4	1	5	4	6	1	8	1
	1.2	.6	2.1		2.2	2.8	.9	.8	.4	1.9	2.6	.7	.4	1.9	5.0
HOME HEATING FUEL															
MORE	135	81	53	1	8	12	33	38	25	19	12	79	19	25	-
	8.1	8.3	7.9	10.0	8.9	8.3	7.8	8.0	9.8	7.2	7.9	9.7	7.8	5.9	
ABOUT THE SAME	524	363	156	5	25	42	128	164	75	90	54	262	82	119	7
	31.6	37.0	23.4	50.0	27.8	29.0	30.2	34.2	29.3	34.0	35.5	32.1	33.8	27.9	35.0
LESS	538	373	162	3	18	41	138	155	101	85	37	264	74	155	8
	32.4	38.0	24.2	30.0	20.0	28.3	32.6	32.4	39.5	32.1	24.4	32.3	30.5	36.3	40.0
DON'T KNOW	83	29	54	-	10	13	26	15	7	12	9	34	13	24	3
	5.0	2.9	8.1		11.1	8.9	6.1	3.1	2.7	4.5	5.9	4.1	5.3	5.6	15.0
NOT APPLICABLE	379	135	243	1	29	37	99	107	48	59	40	178	55	104	2
	22.9	13.8	36.4	10.0	32.2	25.5	23.3	22.3	18.7	22.2	26.3	21.8	22.6	24.3	10.0
GASOLINE															
MORE	169	89	80	-	7	13	48	52	25	24	14	88	30	36	1
	10.2	9.1	12.0		7.8	9.0	11.3	10.9	9.8	9.1	9.2	10.8	12.3	8.4	5.0
ABOUT THE SAME	617	404	209	4	18	42	148	206	116	87	54	294	102	164	3
	37.2	41.2	31.3	40.0	20.0	28.9	34.9	43.0	45.3	32.8	35.5	36.0	42.0	38.4	15.0
LESS	698	436	257	5	29	59	185	199	110	116	56	350	86	194	12
	42.1	44.4	38.5	50.0	32.2	40.7	43.6	41.5	42.9	43.8	36.9	42.8	35.4	45.4	60.0
DON'T KNOW	24	10	14	-	3	2	4	6	2	7	2	13	2	5	2
	1.4	1.0	2.1		3.3	1.4	1.0	1.3	.8	2.6	1.3	1.6	.8	1.2	10.0
NOT APPLICABLE	151	42	108	1	33	29	39	16	3	31	26	72	23	28	2
	9.1	4.3	16.1	10.0	36.7	20.0	9.2	3.3	1.2	11.7	17.1	8.8	9.5	6.6	10.0

CLAIMED USAGE OF SELECTED TYPES OF ENERGY Q.12
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
ELECTRICITY														
MORE	151	29	117	5	31	51	44	19	6	71	63	14	2	1
	9.1	9.0	9.3	6.8	11.6	9.4	8.0	7.7	11.8	7.8	10.0	14.7	12.5	9.1
ABOUT THE SAME	837	164	634	39	126	256	303	133	19	437	327	59	9	5
	50.5	51.1	50.1	52.7	47.0	47.1	55.3	53.6	37.2	48.0	52.2	62.1	56.3	45.5
LESS	632	120	485	27	103	219	194	91	25	378	224	20	5	5
	38.1	37.4	38.4	36.5	38.4	40.3	35.4	36.7	49.0	41.6	35.7	21.1	31.2	45.4
DON'T KNOW	19	4	12	3	3	9	4	2	1	11	7	1	-	-
	1.1	1.3	.9	4.0	1.1	1.6	.7	.8	2.0	1.2	1.1	1.1		
NOT APPLICABLE	20	4	16	-	5	9	3	3	-	13	6	1	-	-
	1.2	1.2	1.3		1.9	1.6	.6	1.2		1.4	1.0	1.0		
HOME HEATING FUEL														
MORE	135	24	106	5	24	43	47	13	8	68	51	12	1	3
	8.1	7.5	8.4	6.8	9.0	7.9	8.6	5.2	15.7	7.5	8.1	12.6	6.3	27.3
ABOUT THE SAME	524	95	405	24	78	162	182	91	11	270	206	38	9	1
	31.6	29.6	32.0	32.4	29.1	29.8	33.2	36.7	21.6	29.7	32.9	40.0	56.2	9.1
LESS	538	105	417	16	81	172	172	91	22	319	191	19	4	5
	32.4	32.7	33.0	21.6	30.2	31.6	31.4	36.7	43.1	35.0	30.5	20.0	25.0	45.4
DON'T KNOW	83	20	57	6	16	35	30	2	-	49	29	4	-	1
	5.0	6.2	4.5	8.1	6.0	6.4	5.5	.8		5.4	4.6	4.2		9.1
NOT APPLICABLE	379	77	279	23	69	132	117	51	10	204	150	22	2	1
	22.9	24.0	22.1	31.1	25.7	24.3	21.3	20.6	19.6	22.4	23.9	23.2	12.5	9.1
GASOLINE														
MORE	169	34	130	5	30	51	56	27	5	84	68	12	3	2
	10.2	10.6	10.3	6.8	11.2	9.4	10.2	10.9	9.8	9.2	10.8	12.6	18.8	18.2
ABOUT THE SAME	617	112	477	28	91	193	207	105	21	319	250	39	7	2
	37.2	34.9	37.7	37.8	34.0	35.5	37.8	42.3	41.2	35.1	39.9	41.1	43.7	18.2
LESS	698	146	527	25	115	231	237	98	17	404	252	35	4	3
	42.1	45.5	41.7	33.8	42.9	42.5	43.2	39.5	33.3	44.4	40.2	36.8	25.0	27.3
DON'T KNOW	24	4	17	3	6	9	6	3	-	12	8	4	-	-
	1.4	1.2	1.4	4.0	2.2	1.6	1.1	1.2		1.3	1.3	4.2		
NOT APPLICABLE	151	25	113	13	26	60	42	15	8	91	49	5	2	4
	9.1	7.8	8.9	17.6	9.7	11.0	7.7	6.1	15.7	10.0	7.8	5.3	12.5	36.3

EXPENSES PAID DIRECTLY BY SOMEONE IN THE HOUSEHOLD Q.13
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
HEATING															
YES	1270 80.7	136 80.5	151 80.7	148 75.9	147 70.7	139 72.0	178 90.8	202 90.6	169 83.7	629 81.7	620 79.9	553 75.9	268 88.5	185 82.2	257 83.7
NO	299 19.0	32 18.9	36 19.3	45 23.1	61 29.3	54 28.0	17 8.7	21 9.4	33 16.3	139 18.1	154 19.8	175 24.0	34 11.2	40 17.8	48 15.6
DON'T KNOW	4 .3	1 .6	-	2 1.0	-	-	1 .5	-	-	2 .2	2 .3	1 .1	1 .3	-	2 .7
NOT APPLICABLE	86 5.2	31 15.5	20 9.7	6 3.0	5 2.3	9 4.5	9 4.4	1 .4	5 2.4	35 4.3	50 6.1	48 6.2	9 2.9	10 4.3	19 5.8
ELECTRICITY															
YES	1478 91.2	192 98.0	180 91.8	176 88.4	185 88.1	152 78.4	189 95.0	208 93.3	196 96.1	714 90.5	738 91.8	674 89.0	291 94.8	212 92.2	293 92.2
NO	135 8.3	4 2.0	16 8.2	21 10.6	25 11.9	39 20.1	9 4.5	13 5.8	8 3.9	71 9.0	62 7.7	80 10.6	15 4.9	16 6.9	23 7.2
DON'T KNOW	8 .5	-	-	2 1.0	-	3 1.5	1 .5	2 .9	-	4 .5	4 .5	3 .4	1 .3	2 .9	2 .6
NOT APPLICABLE	38 2.3	4 2.0	11 5.3	2 1.0	3 1.4	8 4.0	6 2.9	1 .4	3 1.4	16 2.0	22 2.7	20 2.6	5 1.6	5 2.1	8 2.5

#PERCENTAGED ON PEOPLE OTHER THAN 'NOT APPLICABLE'. 'NOT APPLICABLE' IS PERCENTAGED ON TOTAL BASE.

EXPENSES PAID DIRECTLY BY SOMEONE IN THE HOUSEHOLD Q.13
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
HEATING												
YES	1270	404	297	542	27	876	75	103	60	124	24	8
	80.7	81.0	75.0	85.5	61.4	97.8	94.9	75.8	87.0	35.1	80.0	80.0
NO	299	93	98	91	17	18	4	32	9	228	6	2
	19.0	18.6	24.7	14.4	38.6	2.0	5.1	23.5	13.0	64.6	20.0	20.0
DON'T KNOW	4	2	1	1	-	2	-	1	-	1	-	-
	.3	.4	.3	.1		.2		.7		.3		
NOT APPLICABLE	86	28	24	21	13	2	3	2	1	77	-	1
	5.2	5.3	5.7	3.2	22.8	.2	3.7	1.4	1.4	17.9		9.1
ELECTRICITY												
YES	1478	451	364	620	43	882	79	128	65	289	25	10
	91.2	88.1	89.2	95.2	86.0	98.2	97.5	93.5	95.6	72.8	83.3	100.0
NO	135	59	41	28	7	12	2	8	3	105	5	-
	8.3	11.5	10.1	4.3	14.0	1.3	2.5	5.8	4.4	26.4	16.7	
DON'T KNOW	8	2	3	3	-	4	-	1	-	3	-	-
	.5	.4	.7	.5		.5		.7		.8		
NOT APPLICABLE	38	15	12	4	7	-	1	1	2	33	-	1
	2.3	2.8	2.9	.6	12.3		1.2	.7	2.9	7.7		9.1

*PERCENTAGED ON PEOPLE OTHER THAN 'NOT APPLICABLE'. 'NOT APPLICABLE' IS PERCENTAGED ON TOTAL BASE.

CONSUMER CONTACT - STUDY #363-82

EXPENSES PAID DIRECTLY BY SOMEONE IN THE HOUSEHOLD Q.13
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
HEATING															
YES	1270	955	309	6	54	99	291	387	234	205	118	648	168	320	16
	80.7	97.9	52.7	60.0	67.5	72.8	74.8	84.0	92.5	80.7	81.9	83.3	73.7	79.4	80.0
NO	299	19	276	4	26	37	96	73	19	48	26	127	60	82	4
	19.0	1.9	47.0	40.0	32.5	27.2	24.7	15.8	7.5	18.9	18.1	16.3	26.3	20.4	20.0
DON'T KNOW	4	2	2	-	-	-	2	1	-	1	-	3	-	1	-
	.3	.2	.3				.5	.2		.4		.4		.2	
NOT APPLICABLE	86	5	81	-	10	9	35	18	3	11	8	39	15	24	-
	5.2	.5	12.1		11.1	6.2	8.3	3.8	1.2	4.2	5.3	4.8	6.2	5.6	
ELECTRICITY															
YES	1478	970	501	7	66	123	368	436	247	238	132	736	213	379	18
	91.2	99.0	79.4	70.0	77.6	86.6	90.2	93.2	96.5	90.8	89.8	92.2	89.9	90.4	90.0
NO	135	6	126	3	19	16	38	31	8	23	14	58	23	38	2
	8.3	.6	20.0	30.0	22.4	11.3	9.3	6.6	3.1	8.8	9.5	7.3	9.7	9.1	10.0
DON'T KNOW	8	4	4	-	-	3	2	1	1	1	1	4	1	2	-
	.5	.4	.6			2.1	.5	.2	.4	.4	.7	.5	.4	.5	
NOT APPLICABLE	38	1	37	-	5	3	16	11	-	3	5	19	6	8	-
	2.3	.1	5.5		5.6	2.1	3.8	2.3		1.1	3.3	2.3	2.5	1.9	

#PERCENTAGED ON PEOPLE OTHER THAN 'NOT APPLICABLE'. 'NOT APPLICABLE' IS PERCENTAGED ON TOTAL BASE.

.SUMER CONTACT - STUDY #363-82

EXPENSES PAID DIRECTLY BY SOMEONE IN THE HOUSEHOLD Q.13
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
HEATING														
YES	1270 80.7	250 80.4	966 81.1	54 76.1	202 80.2	398 78.2	419 80.4	207 86.3	44 86.3	693 80.4	484 81.5	70 77.8	13 81.3	10 90.9
NO	299 19.0	59 19.0	223 18.7	17 23.9	50 19.8	109 21.4	100 19.2	33 13.7	7 13.7	167 19.4	108 18.2	20 22.2	3 18.7	1 9.1
DON'T KNOW	4 .3	2 .6	2 .2	-	-	2 .4	2 .4	-	-	2 .2	2 .3	-	-	-
NOT APPLICABLE	86 5.2	10 3.1	73 5.8	3 4.1	16 6.0	35 6.4	27 4.9	8 3.2	-	48 5.3	33 5.3	5 5.3	-	-
ELECTRICITY														
YES	1478 91.2	289 91.2	1123 91.3	66 89.2	235 89.0	481 91.1	496 92.7	219 90.1	47 92.2	808 90.9	559 91.3	86 92.5	14 87.5	11 100.0
NO	135 8.3	24 7.6	103 8.4	8 10.8	29 11.0	43 8.1	37 6.9	22 9.1	4 7.8	76 8.5	50 8.2	7 7.5	2 12.5	-
DON'T KNOW	8 .5	4 1.2	4 .3	-	-	4 .8	2 .4	2 .8	-	5 .6	3 .5	-	-	-
NOT APPLICABLE	38 2.3	4 1.2	34 2.7	-	4 1.5	16 2.9	13 2.4	5 2.0	-	21 2.3	15 2.4	2 2.1	-	-

*PERCENTAGED ON PEOPLE OTHER THAN 'NOT APPLICABLE'. 'NOT APPLICABLE' IS PERCENTAGED ON TOTAL BASE.

CONSUMER CONTACT - STUDY #363-82

METHOD OF HEATING THE HOME Q.14A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
HEATING OIL	513 30.9	139 69.5	92 44.5	78 38.8	97 45.5	70 34.7	8 3.9	1 .5	28 13.5	245 30.4	256 31.0	199 25.6	97 31.1	84 35.8	129 39.6
ELECTRICITY	365 22.0	16 8.0	104 50.2	90 44.8	37 17.4	29 14.3	30 14.6	21 9.4	38 18.4	177 22.0	184 22.3	224 28.8	63 20.2	37 15.7	40 12.3
NATURAL GAS	639 38.5	2 1.0	-	26 12.9	62 29.1	84 41.6	151 73.7	196 87.5	118 57.0	322 40.0	310 37.5	275 35.4	135 43.3	88 37.4	137 42.0
WOOD	15 .9	6 3.0	4 1.9	3 1.5	1 .5	-	-	-	1 .5	9 1.1	5 .6	7 .9	4 1.3	3 1.3	1 .3
ALL OTHERS	15 .9	1 .5	1 .5	-	1 .5	4 2.0	6 2.9	1 .4	1 .5	6 .8	8 1.0	10 1.3	-	2 .9	3 .9
DON'T KNOW	68 4.1	12 6.0	2 1.0	3 1.5	10 4.7	12 5.9	8 3.9	4 1.8	17 8.2	21 2.6	46 5.6	38 4.9	5 1.6	13 5.5	12 3.7
NOT APPLICABLE	44 2.7	24 12.0	4 1.9	1 .5	5 2.3	3 1.5	2 1.0	1 .4	4 1.9	25 3.1	17 2.0	24 3.1	8 2.5	8 3.4	4 1.2

METHOD OF HEATING THE HOME Q.14A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
HEATING OIL	513	77	147	276	13	287	24	61	11	120	6	4
	30.9	14.6	35.0	42.1	22.8	32.0	29.3	44.2	15.7	27.9	20.0	36.4
ELECTRICITY	365	192	81	77	15	123	19	32	27	151	9	4
	22.0	36.4	19.3	11.8	26.3	13.7	23.2	23.2	38.6	35.1	30.0	36.3
NATURAL GAS	639	222	150	252	15	451	35	37	31	68	14	3
	38.5	42.1	35.7	38.5	26.3	50.2	42.7	26.8	44.3	15.8	46.7	27.3
WOOD	15	3	4	8	-	13	1	-	-	-	1	-
	.9	.6	1.0	1.2		1.5	1.2				3.3	
ALL OTHERS	15	2	3	8	2	4	-	1	-	10	-	-
	.9	.4	.7	1.2	3.5	.4		.7		2.3		
DON'T KNOW	68	20	23	15	10	1	3	5	1	58	-	-
	4.1	3.8	5.5	2.3	17.6	.1	3.6	3.6	1.4	13.5		
NOT APPLICABLE	44	11	12	19	2	19	-	2	-	23	-	-
	2.7	2.1	2.8	2.9	3.5	2.1		1.5		5.4		

METHOD OF HEATING THE HOME Q.14A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
HEATING OIL	513	317	191	5	26	43	138	151	70	85	49	243	80	129	12
	30.9	32.3	28.6	50.0	28.9	29.7	32.5	31.5	27.4	32.1	32.2	29.7	32.9	30.2	60.0
ELECTRICITY	365	154	209	2	24	39	111	101	37	53	27	181	61	94	2
	22.0	15.7	31.3	20.0	26.7	26.9	26.2	21.1	14.5	20.0	17.8	22.2	25.1	22.0	10.0
NATURAL GAS	639	464	172	3	32	43	130	197	134	103	58	333	77	166	5
	38.5	47.3	25.8	30.0	35.6	29.6	30.7	41.1	52.3	38.9	38.1	40.8	31.7	38.9	25.0
WOOD	15	14	1	-	1	1	4	5	2	2	3	7	3	2	-
	.9	1.4	.1		1.1	.7	.9	1.1	.8	.7	2.0	.9	1.3	.5	
ALL OTHERS	15	4	11	-	-	3	6	3	1	2	3	7	3	2	-
	.9	.4	1.6			2.1	1.4	.6	.4	.7	2.0	.8	1.2	.5	
DON'T KNOW	68	6	62	-	4	11	21	12	6	14	5	31	12	19	1
	4.1	.6	9.3		4.4	7.6	5.0	2.5	2.3	5.3	3.3	3.8	4.9	4.4	5.0
NOT APPLICABLE	44	22	22	-	3	5	14	10	6	6	7	15	7	15	-
	2.7	2.3	3.3		3.3	3.4	3.3	2.1	2.3	2.3	4.6	1.8	2.9	3.5	

METHOD OF HEATING THE HOME Q.14A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
HEATING OIL	513	93	393	27	95	175	168	64	11	281	189	30	8	5
	30.9	29.0	31.1	36.5	35.4	32.2	30.7	25.8	21.6	30.9	30.1	31.6	50.0	45.4
ELECTRICITY	365	69	285	11	75	151	95	34	10	177	159	26	2	1
	22.0	21.5	22.5	14.9	28.0	27.7	17.3	13.7	19.6	19.5	25.4	27.4	12.5	9.1
NATURAL GAS	639	131	477	31	72	179	232	130	26	364	234	31	6	4
	38.5	40.8	37.7	41.9	26.9	32.9	42.3	52.4	51.0	40.0	37.3	32.6	37.5	36.4
WOOD	15	4	11	-	4	6	3	2	-	13	2	-	-	-
	.9	1.2	.9		1.5	1.1	.5	.8		1.4	.3			
ALL OTHERS	15	5	10	-	2	2	7	4	-	12	2	1	-	-
	.9	1.6	.8		.7	.4	1.3	1.6		1.3	.3	1.0		
DON'T KNOW	68	11	53	4	12	21	25	8	2	37	25	5	-	1
	4.1	3.4	4.2	5.4	4.5	3.9	4.6	3.3	3.9	4.1	4.0	5.3		9.1
NOT APPLICABLE	44	8	35	1	8	10	18	6	2	26	16	2	-	-
	2.7	2.5	2.8	1.3	3.0	1.8	3.3	2.4	3.9	2.8	2.6	2.1		

OTHER CONTACT - STUDY #363-82

RECENTLY SWITCHED FROM HOME HEATING OIL Q.14B
BASE: THOSE WHO USE ELECTRICITY/GAS/WOOD
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1019	24	108	119	100	113	181	217	157	505	499	506	202	128	178
YES	113	4	18	27	20	17	9	1	17	49	61	44	23	18	28
	11.1	16.7	16.7	22.7	20.0	15.1	5.0	.5	10.8	9.7	12.2	8.7	11.4	14.1	15.7
NO	861	19	89	79	76	92	168	209	129	443	409	441	175	105	136
	84.5	79.2	82.4	66.4	76.0	81.4	92.8	96.3	82.2	87.2	82.0	87.2	86.6	82.0	76.4
DON'T KNOW/NOT STATED	45	1	1	13	4	4	4	7	11	16	29	21	4	5	14
	4.4	4.1	.9	10.9	4.0	3.5	2.2	3.2	7.0	3.1	5.8	4.1	2.0	3.9	7.9

RECENTLY SWITCHED FROM HOME HEATING OIL Q.14B
BASE: THOSE WHO USE ELECTRICITY/GAS/WOOD
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1019	417	235	337	30	587	55	69	58	219	24	7
YES	113 11.1	12 2.9	28 11.9	69 20.5	4 13.4	73 12.4	5 9.1	15 21.7	2 3.5	14 6.4	3 12.5	1 14.3
NO	861 84.5	392 94.0	189 80.4	258 76.5	22 73.3	506 86.2	49 89.1	53 76.8	51 87.9	178 81.3	19 79.2	5 71.4
DON'T KNOW/NOT STATED	45 4.4	13 3.1	18 7.7	10 3.0	4 13.3	8 1.4	1 1.8	1 1.5	5 8.6	27 12.3	2 8.3	1 14.3

RECENTLY SWITCHED FROM HOME HEATING OIL Q.148
BASE: THOSE WHO USE ELECTRICITY/GAS/WOOD
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1019	632	382	5	57	83	245	303	173	158	88	521	141	262	7
YES	113	83	29	1	8	6	29	35	16	19	17	57	15	24	-
	11.1	13.1	7.6	20.0	14.1	7.2	11.8	11.6	9.3	12.0	19.3	11.0	10.6	9.2	
NO	861	539	319	3	41	69	204	261	154	132	65	443	116	231	6
	84.5	85.3	83.5	60.0	71.9	83.2	83.3	86.1	89.0	83.6	73.9	85.0	82.3	88.1	85.7
DON'T KNOW/NOT STATED	45	10	34	1	8	8	12	7	3	7	6	21	10	7	1
	4.4	1.6	8.9	20.0	14.0	9.6	4.9	2.3	1.7	4.4	6.8	4.0	7.1	2.7	14.3

CONSUMER CONTACT - STUDY #363-82

RECENTLY SWITCHED FROM HOME HEATING OIL Q.14B
BASE: THOSE WHO USE ELECTRICITY/GAS/WOOD
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1019	204	773	42	151	336	330	166	36	554	395	57	8	5
YES	113 11.1	18 8.8	90 11.6	5 11.9	28 18.5	32 9.5	41 12.4	12 7.2	-	72 13.0	35 8.9	5 8.8	-	1 20.0
NO	861 84.5	179 87.8	649 84.0	33 78.6	115 76.2	286 85.1	277 84.0	149 89.8	34 94.4	460 83.0	340 86.1	51 89.5	7 87.5	3 60.0
DON'T KNOW/NOT STATED	45 4.4	7 3.4	34 4.4	4 9.5	8 5.3	18 5.4	12 3.6	5 3.0	2 5.6	22 4.0	20 5.0	1 1.7	1 12.5	1 20.0

CUSTOMER CONTACT - STUDY #363-82

REASONS FOR SWITCHING FROM HEATING OIL Q.14C
BASE: RECENT SWITCHERS TO ELECTRICITY/GAS/WOOD
BY CITY, SEX AND AGE

	TOTAL	CITY								SEX		AGE			
		HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	113	4	18	27	20	17	9	1	17	49	61	44	23	18	28
AFRAID OF SHORTAGE OF HEATING OIL	9 8.0	-	-	1 3.7	5 25.0	1 5.9	1 11.1	-	1 5.9	4 8.2	5 8.2	3 6.8	1 4.3	-	5 17.9
HIGH COST OF HEATING OIL	61 54.0	4 100.0	5 27.8	15 55.6	11 55.0	9 52.9	6 66.7	-	11 64.7	29 59.2	29 47.5	23 52.3	16 69.6	9 50.0	13 46.4
ELECTRICITY/NATURAL GAS POLLUTES LESS	10 8.8	-	1 5.6	6 22.2	-	1 5.9	1 11.1	-	1 5.9	7 14.3	3 4.9	3 6.8	-	1 5.6	6 21.4
OTHER REASONS	19 16.8	-	5 27.8	3 11.1	4 20.0	2 11.8	1 11.1	-	4 23.5	4 8.2	15 24.6	6 13.6	4 17.4	3 16.7	6 21.4
RECEIVED GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM	3 2.7	-	1 5.5	1 3.7	-	-	1 11.1	-	-	-	3 4.9	1 2.3	-	1 5.5	1 3.6
DON'T KNOW/NOT STATED	14 12.4	-	6 33.3	1 3.7	-	5 29.4	-	1 100.0	1 5.9	6 12.2	8 13.1	8 18.2	2 8.7	4 22.2	-

REASONS FOR SWITCHING FROM HEATING OIL Q.14C
BASE: RECENT SWITCHERS TO ELECTRICITY/GAS/WOOD
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	113	12	28	69	4	73	5	15	2	14	3	1
AFRAID OF SHORTAGE OF HEATING OIL	9 8.0	3 25.0	1 3.6	5 7.2	-	6 8.2	-	2 13.3	-	1 7.1	-	-
HIGH COST OF HEATING OIL	61 54.0	5 41.7	16 57.1	39 56.5	1 25.0	43 58.9	1 20.0	8 53.3	1 50.0	6 42.9	1 33.4	1 100.0
ELECTRICITY/NATURAL GAS POLLUTES LESS	10 8.8	1 8.3	1 3.6	7 10.1	1 25.0	5 6.8	1 20.0	4 26.7	-	-	-	-
OTHER REASONS	19 16.8	-	7 25.0	11 15.9	1 25.0	11 15.1	1 20.0	1 6.7	-	5 35.7	1 33.3	-
RECEIVED GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM	3 2.7	-	-	3 4.3	-	1 1.4	1 20.0	1 6.7	-	-	-	-
DON'T KNOW/NOT STATED	14 12.4	3 25.0	3 10.7	7 10.1	1 25.0	9 12.3	1 20.0	-	1 50.0	2 14.3	1 33.3	-

REASONS FOR SWITCHING FROM HEATING OIL Q.14C
BASE: RECENT SWITCHERS TO ELECTRICITY/GAS/WOOD
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	113	83	29	1	8	6	29	35	16	19	17	57	15	24	-
AFRAID OF SHORTAGE OF HEATING OIL	9 8.0	7 8.4	2 6.9	-	1 12.5	1 16.7	2 6.9	4 11.4	-	1 5.3	3 17.6	3 5.3	2 13.4	1 4.2	-
HIGH COST OF HEATING OIL	61 54.0	46 55.4	14 48.3	1 100.0	4 50.0	1 16.7	22 75.9	17 48.6	10 62.5	7 36.8	6 35.3	29 50.9	8 53.3	18 75.0	-
ELECTRICITY/NATURAL GAS POLLUTES LESS	10 8.8	7 8.4	3 10.3	-	2 25.0	2 33.3	-	2 5.7	1 6.3	3 15.8	3 17.6	5 8.8	-	2 8.3	-
OTHER REASONS	19 16.8	13 15.7	6 20.7	-	1 12.5	2 33.3	3 10.3	8 22.9	1 6.3	4 21.0	4 23.5	10 17.5	3 20.0	2 8.3	-
RECEIVED GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM	3 2.7	3 3.6	-	-	-	1 16.7	-	-	1 6.2	1 5.3	-	3 5.3	-	-	-
DON'T KNOW/NOT STATED	14 12.4	10 12.0	4 13.8	-	1 12.5	-	2 6.9	5 14.3	3 18.7	3 15.8	2 11.8	8 14.0	2 13.3	2 8.3	-

CONSUMER CONTACT - STUDY #363-82

REASONS FOR SWITCHING FROM HEATING OIL Q.14C
BASE: RECENT SWITCHERS TO ELECTRICITY/GAS/WOOD
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	113	18	90	5	28	32	41	12	-	72	35	5	-	1
AFRAID OF SHORTAGE OF HEATING OIL	9 8.0	1 5.6	8 8.9	-	1 3.6	2 6.3	6 14.6	-	-	6 8.3	2 5.7	1 20.0	-	-
HIGH COST OF HEATING OIL	61 54.0	10 55.5	50 55.6	1 20.0	10 35.7	20 62.5	21 51.2	10 83.4	-	39 54.2	19 54.3	2 40.0	-	1 100.0
ELECTRICITY/NATURAL GAS POLLUTES LESS	10 8.8	2 11.1	8 8.9	-	5 17.8	2 6.3	3 7.3	-	-	3 4.2	6 17.1	1 20.0	-	-
OTHER REASONS	19 16.8	2 11.1	14 15.6	3 60.0	7 25.0	3 9.4	8 19.5	1 8.3	-	15 20.8	4 11.4	-	-	-
RECEIVED GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM	3 2.7	-	3 3.3	-	1 3.6	2 6.3	-	-	-	2 2.8	-	1 20.0	-	-
DON'T KNOW/NOT STATED	14 12.4	3 16.7	10 11.1	1 20.0	4 14.3	4 12.5	5 12.2	1 8.3	-	9 12.5	5 14.3	-	-	-

OTHER CONTACT - STUDY #363-82

RECEIVED A GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM COSP Q.140
BASE: THOSE NOT MENTIONING COSP AS A REASON FOR SWITCHING
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT- AWA	TORO -NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	96	4	11	25	20	12	8	-	16	43	50	35	21	13	27
YES	28 29.2	1 25.0	5 45.5	2 8.0	8 40.0	4 33.3	1 12.5	-	7 43.8	7 16.3	20 40.0	9 25.7	9 42.9	3 23.1	7 25.9
NO	67 69.8	3 75.0	6 54.5	22 88.0	12 60.0	8 66.7	7 87.5	-	9 56.2	36 83.7	30 60.0	26 74.3	12 57.1	9 69.2	20 74.1
DON'T KNOW/NOT STATED	1 1.0	-	-	1 4.0	-	-	-	-	-	-	-	-	-	1 7.7	-

RECEIVED A GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM COSP Q.140
BASE: THOSE NOT MENTIONING COSP AS A REASON FOR SWITCHING
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT CR APTMT	ALL OTHER	REFUSD
TOTAL	96	9	25	59	3	63	3	14	1	12	2	1
YES	28 29.2	3 33.3	6 24.0	19 32.2	-	23 36.5	1 33.3	2 14.3	-	2 16.7	-	-
NO	67 69.8	6 66.7	19 76.0	39 66.1	3 100.0	40 63.5	2 66.7	12 85.7	1 100.0	9 75.0	2 100.0	1 100.0
DON'T KNOW/NOT STATED	1 1.0	-	-	1 1.7	-	-	-	-	-	1 8.3	-	-

RECEIVED A GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM COSP Q.14D
BASE: THOSE NOT MENTIONING COSP AS A REASON FOR SWITCHING
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	96	70	25	1	7	5	27	30	12	15	15	46	13	22	-
YES	28 29.2	26 37.1	2 8.0	-	1 14.3	1 20.0	4 14.8	12 40.0	4 33.3	6 40.0	5 33.3	14 30.4	3 23.1	6 27.3	-
NO	67 69.8	44 62.9	22 88.0	1 100.0	6 85.7	4 80.0	22 81.5	18 60.0	8 66.7	9 60.0	10 66.7	32 69.6	9 69.2	16 72.7	-
DON'T KNOW/NOT STATED	1 1.0	-	1 4.0	-	-	-	1 3.7	-	-	-	-	-	1 7.7	-	-

RECEIVED A GRANT UNDER CANADA OIL SUBSTITUTION PROGRAM COSP Q.14D
BASE: THOSE NOT MENTIONING COSP AS A REASON FOR SWITCHING
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	96	15	77	4	23	26	36	11	-	61	30	4	-	1
YES	28 29.2	4 26.7	24 31.2	-	4 17.4	7 26.9	13 36.1	4 36.4	-	20 32.8	7 23.4	1 25.0	-	-
NO	67 69.8	11 73.3	53 68.8	3 75.0	18 78.3	19 73.1	23 63.9	7 63.6	-	41 67.2	22 73.3	3 75.0	-	1 100.0
DON'T KNOW/NOT STATED	1 1.0	-	-	1 25.0	1 4.3	-	-	-	-	-	1 3.3	-	-	-

CONSIDERATION GIVEN TO SWITCHING AWAY FROM HOME HEATING OIL Q.14E
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-AWA	TORO -NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	513	139	92	78	97	70	8	1	28	245	256	199	97	84	129
YES	154	36	24	22	28	28	4	1	11	87	67	61	36	27	28
	30.0	25.9	26.1	28.2	28.9	40.0	50.0	100.0	39.3	35.5	26.2	30.7	37.1	32.1	21.7
NO	316	96	62	42	64	36	2	-	14	140	164	117	53	54	90
	61.6	69.1	67.4	53.9	66.0	51.4	25.0		50.0	57.2	64.1	58.8	54.6	64.3	69.8
DON'T KNOW/NOT STATED	43	7	6	14	5	6	2	-	3	18	25	21	8	3	11
	8.4	5.0	6.5	17.9	5.1	8.6	25.0		10.7	7.3	9.7	10.5	8.3	3.6	8.5

CONSUMER CONTACT - STUDY #363-82

CONSIDERATION GIVEN TO SWITCHING AWAY FROM HOME HEATING OIL Q.14E
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	513	77	147	276	13	287	24	61	11	120	6	4
YES	154 30.0	24 31.2	44 29.9	84 30.4	2 15.4	109 38.0	14 58.4	13 21.3	4 36.4	10 8.3	4 66.7	-
NO	316 61.6	47 61.0	89 60.6	170 61.6	10 76.9	168 58.5	8 33.3	40 65.6	7 63.6	87 72.5	2 33.3	4 100.0
DON'T KNOW/NOT STATED	43 8.4	6 7.8	14 9.5	22 8.0	1 7.7	10 3.5	2 8.3	8 13.1	-	23 19.2	-	-

CONSIDERATION GIVEN TO SWITCHING AWAY FROM HOME HEATING OIL Q.14E
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	513	317	191	5	26	43	138	151	70	85	49	243	80	129	12
YES	154	130	23	1	5	10	40	51	28	20	15	73	19	45	2
	30.0	41.0	12.1	20.0	19.3	23.3	29.0	33.8	40.0	23.5	30.6	30.1	23.8	34.9	16.7
NO	316	179	133	4	16	28	82	94	39	57	30	151	50	75	10
	61.6	56.5	69.6	80.0	61.5	65.1	59.4	62.2	55.7	67.1	61.2	62.1	62.5	58.1	83.3
DON'T KNOW/NOT STATED	43	8	35	-	5	5	16	6	3	8	4	19	11	9	-
	8.4	2.5	18.3		19.2	11.6	11.6	4.0	4.3	9.4	8.2	7.8	13.7	7.0	

CONSUMER CONTACT - STUDY #363-82

CONSIDERATION GIVEN TO SWITCHING AWAY FROM HOME HEATING OIL Q.14E
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	513	93	393	27	95	175	168	64	11	281	189	30	8	5
YES	154 30.0	32 34.4	115 29.3	7 25.9	25 26.3	56 32.0	54 32.1	16 25.0	3 27.3	92 32.7	49 25.9	9 30.0	3 37.5	1 20.0
NO	316 61.6	56 60.2	243 61.8	17 63.0	59 62.1	100 57.1	105 62.5	46 71.9	6 54.5	162 57.7	128 67.7	19 63.3	4 50.0	3 60.0
DON'T KNOW/NOT STATED	43 8.4	5 5.4	35 8.9	3 11.1	11 11.6	19 10.9	9 5.4	2 3.1	2 18.2	27 9.6	12 6.4	2 6.7	1 12.5	1 20.0

AWARENESS OF CANADA OIL SUBSTITUTION PROGRAM COSP Q.14F
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA -NTO		WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	513	139	92	78	97	70	8	1	28	245	256	199	97	84	129
YES	181	30	42	35	33	29	1	-	11	115	62	62	33	35	50
	35.3	21.6	45.7	44.9	34.0	41.4	12.5		39.3	46.9	24.2	31.2	34.0	41.7	38.8
NO	320	108	46	41	63	38	6	1	17	123	189	130	63	48	76
	62.4	77.7	50.0	52.6	65.0	54.3	75.0	100.0	60.7	50.2	73.8	65.3	65.0	57.1	58.9
DON'T KNOW/NOT STATED	12	1	4	2	1	3	1	-	-	7	5	7	1	1	3
	2.3	.7	4.3	2.5	1.0	4.3	12.5			2.9	2.0	3.5	1.0	1.2	2.3

AWARENESS OF CANADA OIL SUBSTITUTION PROGRAM COSP Q.14F
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	513	77	147	276	13	287	24	61	11	120	6	4
YES	181	26	50	99	6	107	10	25	4	32	2	1
	35.3	33.8	34.0	35.9	46.2	37.3	41.7	41.0	36.4	26.7	33.3	25.0
NO	320	49	96	168	7	172	14	35	7	85	4	3
	62.4	63.6	65.3	60.9	53.8	59.9	58.3	57.4	63.6	70.8	66.7	75.0
DON'T KNOW/NOT STATED	12	2	1	9	-	8	-	1	-	3	-	-
	2.3	2.6	.7	3.2		2.8		1.6		2.5		

AWARENESS OF CANADA OIL SUBSTITUTION PROGRAM COSP Q.14F
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	513	317	191	5	26	43	138	151	70	85	49	243	80	129	12
YES	181	128	52	1	9	9	37	67	31	28	18	74	27	59	3
	35.3	40.4	27.2	20.0	34.6	20.9	26.8	44.4	44.3	32.9	36.7	30.4	33.8	45.7	25.0
NO	320	180	136	4	17	33	97	80	37	56	31	162	53	65	9
	62.4	56.8	71.2	80.0	65.4	76.8	70.3	53.0	52.9	65.9	63.3	66.7	66.2	50.4	75.0
DON'T KNOW/NOT STATED	12	9	3	-	-	1	4	4	2	1	-	7	-	5	-
	2.3	2.8	1.6			2.3	2.9	2.6	2.8	1.2		2.9		3.9	

CONSUMER CONTACT - STUDY #363-82

AWARENESS OF CANADA OIL SUBSTITUTION PROGRAM COSP Q.14F
BASE: THOSE WHO USE OIL TO HEAT THEIR HOMES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	513	93	393	27	95	175	168	64	11	281	189	30	8	5
YES	181 35.3	46 49.5	126 32.1	9 33.3	38 40.0	57 32.6	60 35.7	24 37.5	2 18.2	91 32.4	72 38.1	13 43.3	5 62.5	-
NO	320 62.4	44 47.3	259 65.9	17 63.0	54 56.8	114 65.1	104 61.9	39 60.9	9 81.8	183 65.1	112 59.3	17 56.7	3 37.5	5 100.0
DON'T KNOW/NOT STATED	12 2.3	3 3.2	8 2.0	1 3.7	3 3.2	4 2.3	4 2.4	1 1.6	-	7 2.5	5 2.6	-	-	-

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
DURING THE DAY															
UNDER 60F (UNDER15C)	161	34	9	6	2	13	8	29	60	81	80	106	23	14	18
	9.7	17.0	4.4	3.0	.9	6.4	3.9	13.0	29.0	10.1	9.7	13.6	7.4	6.0	5.5
60 TO 63F (15 TO 17C)	141	26	15	11	4	21	26	19	19	66	74	75	34	16	15
	8.5	13.0	7.2	5.5	1.9	10.4	12.7	8.5	9.2	8.2	9.0	9.7	10.9	6.8	4.6
64 TO 66F (18 TO 19C)	278	51	26	17	15	38	43	51	37	136	138	138	59	28	51
	16.7	25.5	12.6	8.4	7.0	18.8	21.0	22.8	17.9	16.9	16.7	17.8	18.9	11.9	15.7
67 TO 69F (ABOUT 20C)	519	61	54	57	95	50	68	85	49	260	252	227	113	79	96
	31.3	30.5	26.1	28.3	44.6	24.8	33.2	37.9	23.6	32.3	30.5	29.2	36.2	33.6	29.4
70 TO 72F (21 TO 22C)	413	16	83	80	77	45	48	34	30	187	215	150	70	71	121
	24.9	8.0	40.1	39.8	36.2	22.3	23.4	15.2	14.5	23.2	26.0	19.3	22.4	30.2	37.1
OVER 72F (OVER 22C)	33	1	8	9	1	5	6	-	3	22	11	16	1	6	10
	2.0	.5	3.9	4.5	.5	2.5	2.9		1.4	2.7	1.3	2.0	.3	2.6	3.1
DON'T KNOW	33	-	3	9	5	12	2	1	1	14	19	20	4	3	5
	2.0		1.4	4.5	2.3	5.9	1.0	.4	.5	1.7	2.3	2.6	1.3	1.3	1.5
NO THERMOSTAT	75	9	9	12	14	17	3	4	7	35	36	44	7	16	8
	4.5	4.5	4.3	6.0	6.6	8.4	1.4	1.8	3.4	4.4	4.4	5.7	2.3	6.8	2.5
NOT STATED	6	2	-	-	-	1	1	1	1	4	1	1	1	2	2
	.4	1.0				.5	.5	.4	.5	.5	.1	.1	.3	.8	.6

CONSUMER CONTACT - STUDY #363-82

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
DURING THE NIGHT															
UNDER 60F (UNDER15C)	224	44	11	6	30	12	15	26	80	103	120	115	33	23	51
	13.5	22.0	5.3	3.0	14.1	5.9	7.3	11.6	38.7	12.8	14.5	14.8	10.6	9.8	15.6
60 TO 63F (15 TO 17C)	284	48	27	18	60	26	35	42	28	138	140	134	59	33	55
	17.1	24.0	13.1	8.9	28.2	12.9	17.1	18.8	13.5	17.2	16.9	17.2	18.9	14.0	16.9
64 TO 66F (18 TO 19C)	443	54	48	46	73	48	53	69	52	233	204	190	93	67	93
	26.7	27.0	23.2	22.9	34.3	23.8	25.8	30.8	25.1	28.9	24.7	24.5	29.8	28.5	28.5
67 TO 69F (ABOUT 20C)	374	33	67	64	28	43	57	59	23	170	199	180	71	54	66
	22.5	16.5	32.4	31.8	13.1	21.3	27.8	26.3	11.1	21.1	24.1	23.2	22.8	23.0	20.2
70 TO 72F (21 TO 22C)	185	9/	37	34	3	36	34	22	10	87	93	72	41	34	38
	11.2	4.5	17.9	16.9	1.4	17.8	16.6	9.8	4.8	10.8	11.3	9.3	13.2	14.5	11.7
OVER 72F (OVER 22C)	32	1	5	8	-	7	7	-	4	20	12	19	2	3	8
	1.9	.5	2.4	4.0		3.5	3.4		1.9	2.5	1.5	2.4	.6	1.3	2.5
DON'T KNOW	38	-	3	13	5	12	1	2	2	16	22	22	5	4	6
	2.3		1.4	6.5	2.3	5.9	.5	.9	1.0	2.0	2.7	2.8	1.6	1.7	1.8
NO THERMOSTAT	73	9	9	12	13	16	3	4	7	34	35	42	7	16	8
	4.4	4.5	4.3	6.0	6.1	7.9	1.5	1.8	3.4	4.2	4.2	5.4	2.2	6.8	2.5
NOT STATED	6	2	-	-	1	2	-	-	1	4	1	3	1	1	1
	.4	1.0			.5	1.0			.5	.5	.1	.4	.3	.4	.3

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
DURING THE DAY												
UNDER 60F (UNDER15C)	161	75	34	49	3	81	8	9	10	52	1	-
	9.7	14.2	8.1	7.5	5.3	9.0	9.8	6.5	14.3	12.1	3.4	
60 TO 63F (15 TO 17C)	141	53	34	51	3	85	7	6	12	28	3	-
	8.5	10.1	8.1	7.8	5.3	9.5	8.6	4.4	17.2	6.5	10.0	
64 TO 66F (18 TO 19C)	278	83	71	116	8	176	12	16	7	63	3	1
	16.7	15.7	16.9	17.7	14.0	19.6	14.6	11.6	10.0	14.7	10.0	9.1
67 TO 69F (ABOUT 20C)	519	169	140	195	15	303	31	36	27	106	13	3
	31.3	32.1	33.3	29.8	26.3	33.7	37.8	26.1	38.6	24.7	43.3	27.3
70 TO 72F (21 TO 22C)	413	118	112	169	14	227	21	52	12	87	10	4
	24.9	22.4	26.7	25.8	24.6	25.3	25.6	37.7	17.1	20.2	33.3	36.3
OVER 72F (OVER 22C)	33	8	7	17	1	11	2	6	1	13	-	-
	2.0	1.5	1.7	2.6	1.7	1.2	2.4	4.3	1.4	3.0		
DON'T KNOW	33	11	6	11	5	6	-	6	1	17	-	3
	2.0	2.1	1.4	1.7	8.8	.7		4.3	1.4	3.9		27.3
NO THERMOSTAT	75	9	14	44	8	6	1	7	-	61	-	-
	4.5	1.7	3.3	6.7	14.0	.7	1.2	5.1		14.2		
NOT STATED	6	1	2	3	-	3	-	-	-	3	-	-
	.4	.2	.5	.4		.3				.7		

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
DURING THE NIGHT												
UNDER 60F (UNDER15C)	224	87	50	85	2	129	10	11	9	60	5	-
	13.5	16.5	11.9	13.0	3.5	14.4	12.2	8.0	12.9	14.0	16.7	
60 TO 63F (15 TO 17C)	284	93	64	116	11	185	14	14	11	53	5	2
	17.1	17.6	15.3	17.7	19.3	20.6	17.1	10.1	15.7	12.3	16.7	18.2
64 TO 66F (18 TO 19C)	443	147	113	174	9	262	27	31	21	90	9	3
	26.7	27.9	26.9	26.6	15.8	29.2	32.9	22.5	30.0	20.9	30.0	27.3
67 TO 69F (ABOUT 20C)	374	118	111	133	12	207	20	44	16	76	9	2
	22.5	22.4	26.4	20.3	21.1	23.0	24.4	31.9	22.9	17.7	30.0	18.2
70 TO 72F (21 TO 22C)	185	51	54	73	7	94	7	19	8	54	2	1
	11.2	9.7	12.9	11.1	12.3	10.5	8.5	13.7	11.4	12.6	6.6	9.1
OVER 72F (OVER 22C)	32	10	6	14	2	7	3	4	4	14	-	-
	1.9	1.9	1.4	2.1	3.5	.8	3.7	2.9	5.7	3.2		
DON'T KNOW	38	11	7	14	6	7	-	8	1	19	-	3
	2.3	2.1	1.7	2.1	10.5	.8		5.8	1.4	4.4		27.2
NO THERMOSTAT	73	8	14	43	8	6	1	7	-	59	-	-
	4.4	1.5	3.3	6.6	14.0	.6	1.2	5.1		13.7		
NOT STATED	6	2	1	3	-	1	-	-	-	5	-	-
	.4	.4	.2	.5		.1				1.2		

CONSUMER CONTACT - STUDY #363-82

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
DURING THE DAY															
UNDER 60F (UNDER15C)	161 9.7	84 8.6	77 11.5	-	10 11.1	11 7.6	41 9.7	47 9.8	24 9.4	28 10.6	13 8.5	79 9.7	29 12.0	39 9.1	1 5.0
60 TO 63F (15 TO 17C)	141 8.5	90 9.2	51 7.6	-	6 6.7	13 9.0	46 10.8	36 7.5	28 10.9	12 4.5	8 5.3	69 8.5	17 7.0	47 11.0	-
64 TO 66F (18 TO 19C)	278 16.7	177 18.1	97 14.5	4 40.0	10 11.1	25 17.2	60 14.2	93 19.4	42 16.4	48 18.1	29 19.1	131 16.0	32 13.2	81 19.0	5 25.0
67 TO 69F (ABOUT 20C)	519 31.3	333 33.9	185 27.7	1 10.0	24 26.7	34 23.4	126 29.7	159 33.2	89 34.8	87 32.8	40 26.3	258 31.6	71 29.2	145 34.0	5 25.0
70 TO 72F (21 TO 22C)	413 24.9	265 27.0	145 21.7	3 30.0	25 27.8	37 25.5	104 24.5	116 24.2	62 24.2	69 26.0	41 27.0	218 26.7	70 28.8	79 18.5	5 25.0
OVER 72F (OVER 22C)	33 2.0	13 1.3	20 3.0	-	3 3.3	4 2.8	6 1.4	10 2.1	5 1.9	5 1.9	5 3.3	10 1.2	9 3.7	8 1.9	1 5.0
DON'T KNOW	33 2.0	8 .8	23 3.5	2 20.0	1 1.1	7 4.8	11 2.6	6 1.3	1 .4	7 2.7	3 2.0	17 2.1	2 .8	8 1.9	3 15.0
NO THERMOSTAT	75 4.5	8 .8	67 10.0	-	11 12.2	12 8.3	27 6.4	12 2.5	4 1.6	9 3.4	11 7.2	33 4.0	12 4.9	19 4.4	-
NOT STATED	6 .4	3 .3	3 .5	-	-	2 1.4	3 .7	-	1 .4	-	2 1.3	2 .2	1 .4	1 .2	-

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
DURING THE NIGHT															
UNDER 60F (UNDER15C)	224	136	86	2	17	24	53	65	28	37	23	105	38	55	3
	13.5	13.9	12.9	20.0	18.9	16.6	12.5	13.6	10.9	14.0	15.1	12.9	15.7	12.9	15.0
60 TO 63F (15 TO 17C)	284	200	84	-	8	14	71	82	52	57	29	137	32	81	5
	17.1	20.4	12.6		8.9	9.6	16.8	17.1	20.3	21.5	19.1	16.8	13.2	19.0	25.0
64 TO 66F (18 TO 19C)	443	282	157	4	18	35	103	148	72	67	31	201	71	137	3
	26.7	28.8	23.5	40.0	20.0	24.1	24.3	30.9	28.1	25.3	20.4	24.6	29.2	32.1	15.0
67 TO 69F (ABOUT 20C)	374	228	144	2	25	29	95	108	61	56	31	201	54	83	5
	22.5	23.2	21.6	20.0	27.8	20.0	22.4	22.5	23.8	21.1	20.4	24.6	22.2	19.4	25.0
70 TO 72F (21 TO 22C)	185	106/	79	-	7	20	52	50	31	25	20	107	27	31	-
	11.2	10.8	11.8		7.8	13.8	12.3	10.4	12.1	9.4	13.2	13.1	11.1	7.3	
OVER 72F (OVER 22C)	32	11	21	-	3	2	9	8	6	4	2	14	6	9	1
	1.9	1.1	3.2		3.3	1.4	2.1	1.7	2.4	1.5	1.3	1.7	2.5	2.1	5.0
DON'T KNOW	38	9	27	2	1	8	12	6	1	10	3	18	3	11	3
	2.3	.9	4.0	20.0	1.1	5.5	2.8	1.3	.4	3.8	2.0	2.2	1.2	2.6	15.0
NO THERMOSTAT	73	8	65	-	11	12	26	11	4	9	11	32	11	19	-
	4.4	.8	9.7		12.2	8.3	6.1	2.3	1.6	3.4	7.2	3.9	4.5	4.4	
NOT STATED	6	1	5	-	-	1	3	1	1	-	2	2	1	1	-
	.4	.1	.7			.7	.7	.2	.4		1.3	.2	.4	.2	

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
DURING THE DAY														
UNDER 60F (UNDER15C)	161	35	119	7	25	43	52	32	9	97	54	6	3	1
	9.7	10.9	9.4	9.5	9.3	7.9	9.5	12.9	17.7	10.6	8.6	6.3	18.8	9.1
60 TO 63F (15 TO 17C)	141	29	109	3	25	47	42	23	4	78	53	9	-	1
	8.5	9.0	8.6	4.1	9.3	8.6	7.7	9.3	7.8	8.6	8.5	9.5		9.1
64 TO 66F (18 TO 19C)	278	60	201	17	50	81	95	44	8	155	110	10	2	1
	16.7	18.7	15.9	23.0	18.7	14.9	17.3	17.7	15.7	17.0	17.5	10.5	12.5	9.1
67 TO 69F (ABOUT 20C)	519	100	403	16	69	171	175	85	19	290	185	32	6	6
	31.3	31.2	31.9	21.6	25.8	31.4	31.9	34.3	37.3	31.9	29.5	33.7	37.5	54.5
70 TO 72F (21 TO 22C)	413	72	318	23	74	148	132	50	9	210	170	27	5	1
	24.9	22.4	25.2	31.1	27.6	27.2	24.1	20.2	17.6	23.1	27.1	28.4	31.2	9.1
OVER 72F (OVER 22C)	33	4	28	1	6	12	11	4	-	12	16	4	-	1
	2.0	1.3	2.2	1.3	2.2	2.2	2.0	1.6		1.3	2.6	4.2		9.1
DON'T KNOW	33	6	25	2	5	15	10	1	2	17	15	1	-	-
	2.0	1.9	2.0	2.7	1.9	2.8	1.8	.4	3.9	1.9	2.4	1.1		
NO THERMOSTAT	75	12	58	5	14	26	28	7	-	49	20	6	-	-
	4.5	3.7	4.6	6.7	5.2	4.8	5.1	2.8		5.4	3.2	6.3		
NOT STATED	6	3	3	-	-	1	3	2	-	2	4	-	-	-
	.4	.9	.2			.2	.6	.8		.2	.6			

TEMPERATURE SETTING DURING DAY & NIGHT Q.15
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
DURING THE NIGHT														
UNDER 60F (UNDER15C)	224 13.5	49 15.3	164 13.0	11 14.9	42 15.7	58 10.7	73 13.3	40 16.1	11 21.6	136 14.9	72 11.5	9 9.5	2 12.5	5 45.5
60 TO 63F (15 TO 17C)	284 17.1	60 18.7	214 16.9	10 13.5	47 17.5	90 16.5	100 18.3	42 16.9	5 9.8	169 18.6	97 15.5	16 16.8	2 12.5	-
64 TO 66F (18 TO 19C)	443 26.7	83 25.9	337 26.7	23 31.1	68 25.4	139 25.6	144 26.3	75 30.3	17 33.3	250 27.5	169 27.0	17 17.9	7 43.8	-
67 TO 69F (ABOUT 20C)	374 22.5	76 23.7	285 22.5	13 17.6	58 21.6	131 24.1	125 22.8	51 20.6	9 17.7	190 20.9	147 23.4	30 31.6	2 12.5	5 45.4
70 TO 72F (21 TO 22C)	185 11.2	27 8.4	148 11.7	10 13.5	23 8.6	71 13.0	57 10.4	27 10.9	7 13.7	86 9.4	84 13.4	12 12.6	3 18.7	-
OVER 72F (OVER 22C)	32 1.9	5 1.5	26 2.1	1 1.4	8 3.0	12 2.2	9 1.7	3 1.2	-	11 1.2	16 2.5	4 4.2	-	1 9.1
DON'T KNOW	38 2.3	6 1.9	31 2.5	1 1.3	8 3.0	16 2.9	10 1.8	2 .8	2 3.9	19 2.1	18 2.9	1 1.1	-	-
NO THERMOSTAT	73 4.4	11 3.4	57 4.5	5 6.7	14 5.2	26 4.8	26 4.7	7 2.8	-	47 5.2	20 3.2	6 6.3	-	-
NOT STATED	6 .4	4 1.2	2 .1	-	-	1 .2	4 .7	1 .4	-	2 .2	4 .6	-	-	-

NUMBER OF VEHICLES KEPT AT HOME Q.16A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
ONE	828	117	127	121	122	102	90	72	77	407	404	407	160	98	161
	49.9	58.5	61.3	60.2	57.3	50.5	43.9	32.1	37.2	50.6	48.9	52.4	51.3	41.7	49.4
TWO	474	40	42	25	57	59	64	99	88	236	231	209	112	81	70
	28.6	20.0	20.3	12.4	26.8	29.2	31.2	44.2	42.5	29.3	28.0	26.9	35.9	34.5	21.5
THREE	122	10	13	6	3	18	30	25	17	75	46	52	25	27	17
	7.3	5.0	6.3	3.0	1.4	8.9	14.6	11.2	8.2	9.3	5.6	6.7	8.0	11.5	5.2
FOUR OR MORE	41	6	2	2	1	4	1	20	5	21	20	21	2	10	8
	2.5	3.0	1.0	1.0	.5	2.0	.5	8.9	2.4	2.6	2.4	2.7	.6	4.3	2.4
NONE	188	27	22	45	29	18	19	8	20	63	123	84	13	18	69
	11.3	13.5	10.6	22.4	13.6	8.9	9.3	3.6	9.7	7.8	14.9	10.8	4.2	7.6	21.2
NOT STATED	6	-	1	2	1	1	1	-	-	3	2	4	-	1	1
	.4		.5	1.0	.4	.5	.5			.4	.2	.5		.4	.3

NUMBER OF VEHICLES KEPT AT HOME Q.16A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
ONE	828	280	200	318	30	379	42	78	40	270	16	3
	49.9	53.1	47.6	48.6	52.6	42.2	51.2	56.5	57.1	62.8	53.3	27.3
TWO	474	170	120	179	5	357	27	22	16	44	6	2
	28.6	32.3	28.6	27.3	8.8	39.8	32.9	15.9	22.9	10.2	20.0	18.2
THREE	122	30	43	46	3	93	8	8	7	5	-	1
	7.3	5.7	10.2	7.0	5.3	10.3	9.8	5.8	10.0	1.2		9.1
FOUR OR MORE	41	12	18	11	-	34	-	3	-	4	-	-
	2.5	2.3	4.3	1.7		3.8		2.2		.9		
NONE	188	34	37	99	18	32	5	27	7	105	8	4
	11.3	6.4	8.8	15.1	31.6	3.6	6.1	19.6	10.0	24.4	26.7	36.3
NOT STATED	6	1	2	2	1	3	-	-	-	2	-	1
	.4	.2	.5	.3	1.7	.3				.5		9.1

NUMBER OF VEHICLES KEPT AT HOME Q.16A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
ONE	828	441	382	5	40	92	265	243	65	123	76	413	120	211	8
	49.9	44.9	57.2	50.0	44.5	63.4	62.5	50.7	25.4	46.4	50.0	50.6	49.4	49.4	40.0
TWO	474	369	104	1	9	14	88	182	113	68	27	227	70	145	5
	28.6	37.6	15.6	10.0	10.0	9.7	20.8	38.0	44.1	25.7	17.8	27.8	28.8	34.0	25.0
THREE	122	93	29	-	1	-	21	31	49	20	11	62	16	32	1
	7.3	9.5	4.3		1.1		4.9	6.5	19.1	7.5	7.2	7.6	6.6	7.5	5.0
FOUR OR MORE	41	35	6	-	-	1	5	6	25	4	7	23	4	7	-
	2.5	3.6	.9			.7	1.2	1.3	9.8	1.5	4.6	2.8	1.6	1.6	
NONE	188	40	145	3	40	37	45	16	4	46	29	91	32	32	4
	11.3	4.1	21.7	30.0	44.4	25.5	10.6	3.3	1.6	17.4	19.1	11.1	13.2	7.5	20.0
NOT STATED	6	3	2	1	-	1	-	1	-	4	2	1	1	-	2
	.4	.3	.3	10.0		.7		.2		1.5	1.3	.1	.4		10.0

NUMBER OF VEHICLES KEPT AT HOME Q.16A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
ONE	828	155	639	34	163	277	264	101	23	462	304	56	2	4
	49.9	48.3	50.6	45.9	60.8	50.9	48.2	40.7	45.1	50.8	48.5	58.9	12.5	36.4
TWO	474	101	362	11	52	146	171	90	15	254	192	20	8	-
	28.6	31.5	28.6	14.9	19.4	26.8	31.2	36.3	29.4	27.9	30.6	21.1	50.0	
THREE	122	22	94	6	12	39	42	29	-	61	52	7	2	-
	7.3	6.8	7.4	8.1	4.5	7.2	7.6	11.7		6.7	8.3	7.4	12.5	
FOUR OR MORE	41	9	30	2	7	7	13	12	2	23	13	2	1	2
	2.5	2.8	2.4	2.7	2.6	1.3	2.4	4.8	3.9	2.5	2.1	2.1	6.3	18.2
NONE	188	33	135	20	32	72	57	16	11	106	65	9	3	5
	11.3	10.3	10.7	27.0	12.0	13.2	10.4	6.5	21.6	11.7	10.4	9.5	18.7	45.4
NOT STATED	6	1	4	1	2	3	1	-	-	4	1	1	-	-
	.4	.3	.3	1.4	.7	.6	.2			.4	.1	1.0		

-NEWEST VEHICLE - TYPE AND NUMBER OF CYLINDERS Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1465	173	184	154	183	183	185	216	187	739	701	689	299	216	256
TYPE OF VEHICLE:															
CAR	1213 82.8	148 85.5	151 82.1	130 84.4	168 91.8	164 89.6	151 81.6	162 75.0	139 74.3	599 81.1	591 84.3	570 82.7	235 78.6	180 83.3	224 87.5
STATION WAGON	90 6.1	5 2.9	19 10.3	15 9.8	6 3.3	7 3.8	9 4.9	16 7.4	13 7.0	47 6.3	41 5.9	28 4.1	28 9.4	17 7.9	17 6.6
LIGHT TRUCK	89 6.1	14 8.1	8 4.4	5 3.3	7 3.8	5 2.8	12 6.5	20 9.2	18 9.6	53 7.2	36 5.1	46 6.7	19 6.3	12 5.6	11 4.3
VAN	40 2.7	2 1.2	3 1.6	3 1.9	2 1.1	3 1.6	8 4.3	9 4.2	10 5.4	22 3.0	18 2.6	25 3.6	8 2.7	4 1.8	3 1.2
OTHER	32 2.2	3 1.7	3 1.6	1 .6	-	4 2.2	5 2.7	9 4.2	7 3.7	18 2.4	14 2.0	19 2.8	9 3.0	3 1.4	1 .4
NOT STATED	1 .1	1 .6	-	-	-	-	-	-	-	-	1 .1	1 .1	-	-	-
CYLINDERS:															
4 CYLINDERS	441 30.1	59 34.1	62 33.7	47 30.5	46 25.1	67 36.6	44 23.8	55 25.5	61 32.6	248 33.5	186 26.5	261 37.9	80 26.8	56 25.9	43 16.8
5 CYLINDERS	3 .2	-	1 .5	-	-	-	-	1 .5	1 .6	-	3 .4	1 .1	-	2 .9	-
6 CYLINDERS	378 25.8	47 27.2	34 18.5	41 26.6	60 32.8	55 30.1	57 30.8	44 20.4	40 21.4	153 20.7	220 31.4	169 24.5	72 24.1	52 24.1	84 32.8
8 CYLINDERS	563 38.4	56 32.3	78 42.4	52 33.8	73 39.9	52 28.4	76 41.1	104 48.1	72 38.5	322 43.6	229 32.7	220 31.9	134 44.8	96 44.5	110 43.0
OTHER	13 .9	1 .6	3 1.6	2 1.3	1 .6	1 .5	3 1.6	1 .4	1 .5	8 1.1	5 .7	10 1.5	-	-	3 1.2
DON'T KNOW/NOT STATED	67 4.6	10 5.8	6 3.3	12 7.8	3 1.6	8 4.4	5 2.7	11 5.1	12 6.4	8 1.1	58 8.3	28 4.1	13 4.3	10 4.6	16 6.2

-NEWEST VEHICLE - TYPE AND NUMBER OF CYLINDERS Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1465	492	381	554	38	863	77	111	63	323	22	6
TYPE OF VEHICLE:												
CAR	1213 82.8	406 82.5	318 83.5	456 82.3	33 86.9	699 81.0	68 88.3	87 78.4	50 79.4	288 89.2	16 72.7	5 83.3
STATION WAGON	90 6.1	20 4.1	28 7.3	40 7.2	2 5.3	61 7.1	5 6.5	10 9.0	3 4.8	10 3.1	1 4.6	-
LIGHT TRUCK	89 6.1	36 7.3	17 4.5	36 6.5	-	62 7.2	2 2.6	7 6.3	5 7.9	10 3.1	3 13.6	-
VAN	40 2.7	18 3.7	8 2.1	13 2.4	1 2.6	26 3.0	1 1.3	3 2.7	4 6.3	4 1.2	1 4.6	1 16.7
OTHER	32 2.2	12 2.4	10 2.6	9 1.6	1 2.6	15 1.7	1 1.3	4 3.6	1 1.6	10 3.1	1 4.5	-
NOT STATED	1 .1	-	-	-	1 2.6	-	-	-	-	1 .3	-	-
CYLINDERS:												
4 CYLINDERS	441 30.1	143 29.1	114 29.9	171 30.9	13 34.2	244 28.3	29 37.6	27 24.3	14 22.2	121 37.5	5 22.7	1 16.7
5 CYLINDERS	3 .2	1 .2	-	2 .4	-	2 .2	-	-	-	1 .3	-	-
6 CYLINDERS	378 25.8	118 24.0	108 28.4	143 25.8	9 23.7	215 24.9	22 28.6	24 21.6	19 30.2	91 28.2	5 22.7	2 33.3
8 CYLINDERS	563 38.4	205 41.7	145 38.1	202 36.4	11 28.9	359 41.6	22 28.6	49 44.2	25 39.7	95 29.4	10 45.5	3 50.0
OTHER	13 .9	6 1.2	2 .5	5 .9	-	6 .7	-	1 .9	1 1.6	3 .9	2 9.1	-
DON'T KNOW/NOT STATED	67 4.6	19 3.8	12 3.1	31 5.6	5 13.2	37 4.3	4 5.2	10 9.0	4 6.3	12 3.7	-	-

-NEWEST VEHICLE - TYPE AND NUMBER OF CYLINDERS Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1465	938	521	6	50	107	379	462	252	215	121	725	210	395	14
TYPE OF VEHICLE:															
CAR	1213 82.8	772 82.3	436 83.7	5 83.3	40 80.0	88 82.3	307 81.0	385 83.3	203 80.6	190 88.4	94 77.7	586 80.8	180 85.7	340 86.1	13 92.9
STATION WAGON	90 6.1	66 7.0	24 4.6	-	4 8.0	7 6.5	25 6.6	29 6.3	17 6.7	8 3.7	10 8.3	45 6.2	12 5.7	23 5.8	-
LIGHT TRUCK	89 6.1	55 5.9	33 6.3	1 16.7	3 6.0	7 6.5	23 6.1	27 5.8	17 6.7	12 5.6	12 9.9	51 7.0	9 4.3	16 4.0	1 7.1
VAN	40 2.7	28 3.0	12 2.3	-	2 4.0	3 2.8	14 3.7	10 2.2	8 3.2	3 1.4	3 2.5	23 3.2	5 2.4	9 2.3	-
OTHER	32 2.2	17 1.8	15 2.9	-	1 2.0	2 1.9	10 2.6	11 2.4	7 2.8	1 .5	2 1.6	20 2.8	3 1.4	7 1.8	-
NOT STATED	1 .1	-	1 .2	-	-	-	-	-	-	1 .4	-	-	1 .5	-	-
CYLINDERS:															
4 CYLINDERS	441 30.1	264 28.2	176 33.8	1 16.7	12 24.0	32 29.9	101 26.6	139 30.1	94 37.3	63 29.3	25 20.7	180 24.8	69 32.9	165 41.8	2 14.3
5 CYLINDERS	3 .2	1 .1	2 .4	-	-	1 1.0	1 .3	-	1 .4	-	-	1 .2	1 .5	1 .3	-
6 CYLINDERS	378 25.8	243 25.9	133 25.5	2 33.3	12 24.0	24 22.4	109 28.8	117 25.3	57 22.6	59 27.4	26 21.5	203 28.0	48 22.9	98 24.8	3 21.4
8 CYLINDERS	563 38.4	385 41.0	175 33.6	3 50.0	20 40.0	44 41.1	138 36.4	191 41.4	95 37.7	75 34.9	56 46.3	304 41.9	83 39.5	112 28.4	8 57.2
OTHER	13 .9	8 .9	5 1.0	-	3 6.0	1 .9	6 1.6	2 .4	-	1 .5	2 1.6	6 .8	2 .9	3 .7	-
DON'T KNOW/NOT STATED	67 4.6	37 3.9	30 5.7	-	3 6.0	5 4.7	24 6.3	13 2.8	5 2.0	17 7.9	12 9.9	31 4.3	7 3.3	16 4.0	1 7.1

-NEWEST VEHICLE - TYPE AND NUMBER OF CYLINDERS Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1465	287	1125	53	234	469	490	232	40	800	561	85	13	6
TYPE OF VEHICLE:														
CAR	1213 82.8	249 86.8	919 81.7	45 84.9	199 85.0	393 83.8	408 83.3	181 78.0	32 80.0	671 83.9	451 80.4	76 89.4	10 76.9	5 83.3
STATION WAGON	90 6.1	15 5.2	72 6.4	3 5.7	14 6.0	36 7.7	27 5.5	13 5.6	-	49 6.1	36 6.4	4 4.7	1 7.7	-
LIGHT TRUCK	89 6.1	13 4.5	74 6.6	2 3.8	17 7.3	24 5.1	28 5.7	17 7.3	3 7.5	46 5.8	39 7.0	2 2.4	2 15.4	-
VAN	40 2.7	5 1.8	35 3.1	-	2 .9	9 1.9	17 3.5	10 4.3	2 5.0	19 2.4	19 3.4	2 2.3	-	-
OTHER	32 2.2	5 1.7	24 2.1	3 5.6	2 .8	7 1.5	10 2.0	10 4.3	3 7.5	14 1.7	16 2.8	1 1.2	-	1 16.7
NOT STATED	1 .1	-	1 .1	-	-	-	-	1 .5	-	1 .1	-	-	-	-
CYLINDERS:														
4 CYLINDERS	441 30.1	119 41.5	305 27.1	17 32.1	64 27.4	145 30.9	146 29.8	75 32.3	11 27.5	254 31.8	159 28.3	25 29.4	3 23.1	-
5 CYLINDERS	3 .2	1 .3	2 .2	-	1 .4	-	2 .4	-	-	2 .3	1 .2	-	-	-
6 CYLINDERS	378 25.8	50 17.4	312 27.7	16 30.2	68 29.0	118 25.2	128 26.1	56 24.1	8 20.0	209 26.1	144 25.7	20 23.5	2 15.4	3 50.0
8 CYLINDERS	563 38.4	107 37.3	439 39.0	17 32.1	79 33.8	186 39.6	190 38.8	92 39.7	16 40.0	297 37.1	221 39.4	36 42.4	8 61.5	1 16.7
OTHER	13 .9	2 .7	11 1.0	-	4 1.7	-	5 1.0	3 1.3	1 2.5	6 .7	6 1.1	1 1.2	-	-
DON'T KNOW/NOT STATED	67 4.6	8 2.8	56 5.0	3 5.6	18 7.7	20 4.3	19 3.9	6 2.6	4 10.0	32 4.0	30 5.3	3 3.5	-	2 33.3

-NEWEST VEHICLE - NUMBER OF DAYS DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1465	173	184	154	183	183	185	216	187	739	701	689	299	216	256
NUMBER OF DAYS DRIVEN:															
ONE DAY PER WEEK	31	5	-	3	5	2	5	4	7	14	15	12	6	6	6
	2.1	2.9		2.0	2.7	1.1	2.7	1.9	3.8	1.9	2.1	1.7	2.0	2.8	2.3
TWO DAYS	57	4	3	11	10	13	4	4	8	29	27	27	5	9	16
	3.9	2.3	1.6	7.2	5.5	7.1	2.2	1.9	4.3	3.9	3.9	3.9	1.7	4.2	6.3
THREE DAYS	80	18	5	12	15	7	9	10	4	39	38	48	16	7	8
	5.5	10.4	2.7	7.8	8.2	3.8	4.9	4.6	2.1	5.3	5.4	7.0	5.3	3.2	3.1
FOUR DAYS	55	7	4	11	8	7	3	9	6	27	28	25	11	9	10
	3.8	4.1	2.2	7.1	4.4	3.8	1.6	4.2	3.2	3.7	4.0	3.6	3.7	4.2	3.9
FIVE DAYS	792	107	124	68	78	100	107	109	99	396	387	396	177	118	99
	54.1	61.8	67.4	44.2	42.6	54.7	57.8	50.5	52.9	53.6	55.2	57.5	59.2	54.6	38.7
SIX DAYS	104	8	11	12	21	10	13	21	8	65	36	51	23	14	16
	7.1	4.6	6.0	7.8	11.5	5.5	7.0	9.7	4.3	8.8	5.1	7.4	7.7	6.5	6.3
SEVEN DAYS	77	6	9	13	9	8	8	18	6	43	33	28	27	13	9
	5.2	3.5	4.9	8.4	4.9	4.4	4.3	8.3	3.2	5.8	4.7	4.1	9.0	6.0	3.5
NOT USED FOR WORK OR SCHOOL TRIPS	257	16	28	23	35	31	36	39	49	122	129	97	32	36	91
	17.5	9.2	15.2	14.9	19.1	16.9	19.5	18.0	26.2	16.5	18.4	14.1	10.7	16.7	35.5
DON'T KNOW/NOT STATED	12	2	-	1	2	5	-	2	-	4	8	5	2	4	1
	.8	1.2		.6	1.1	2.7		.9		.5	1.2	.7	.7	1.8	.4

-NEWEST VEHICLE - NUMBER OF DAYS DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1465	492	381	554	38	863	77	111	63	323	22	6
NUMBER OF DAYS DRIVEN:												
ONE DAY PER WEEK	31	6	12	11	2	18	2	2	1	8	-	-
	2.1	1.2	3.1	2.0	5.3	2.1	2.6	1.8	1.6	2.5		
TWO DAYS	57	18	14	23	2	23	2	5	1	25	1	-
	3.9	3.7	3.7	4.2	5.3	2.7	2.6	4.5	1.6	7.7	4.6	
THREE DAYS	80	25	22	30	3	40	2	1	7	30	-	-
	5.5	5.1	5.8	5.4	7.9	4.6	2.6	.9	11.1	9.3		
FOUR DAYS	55	20	13	21	1	30	3	6	1	14	1	-
	3.8	4.1	3.4	3.8	2.6	3.5	3.9	5.4	1.6	4.3	4.5	
FIVE DAYS	792	287	208	279	18	486	41	56	38	157	12	2
	54.1	58.3	54.6	50.4	47.4	56.3	53.2	50.5	60.3	48.6	54.5	33.3
SIX DAYS	104	47	24	33	-	70	11	4	3	13	2	1
	7.1	9.5	6.3	5.9		8.1	14.3	3.6	4.8	4.0	9.1	16.7
SEVEN DAYS	77	28	24	21	4	46	2	9	4	12	2	2
	5.2	5.7	6.3	3.8	10.5	5.3	2.6	8.1	6.3	3.7	9.1	33.3
NOT USED FOR WORK OR SCHOOL TRIPS	257	60	62	128	7	147	13	25	8	59	4	1
	17.5	12.2	16.3	23.1	18.4	17.0	16.9	22.5	12.7	18.3	18.2	16.7
DON'T KNOW/NOT STATED	12	1	2	8	1	3	1	3	-	5	-	-
	.8	.2	.5	1.4	2.6	.4	1.3	2.7		1.6		

-NEWEST VEHICLE - NUMBER OF DAYS DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1465	938	521	6	50	107	379	462	252	215	121	725	210	395	14
NUMBER OF DAYS DRIVEN:															
ONE DAY PER WEEK	31	20	11	-	2	3	8	8	3	7	1	16	5	7	2
	2.1	2.1	2.1		4.0	2.8	2.1	1.7	1.2	3.3	.8	2.2	2.4	1.8	14.3
TWO DAYS	57	28	29	-	2	7	18	10	8	12	6	26	11	14	-
	3.9	3.0	5.6		4.0	6.6	4.8	2.2	3.2	5.6	5.0	3.6	5.3	3.6	
THREE DAYS	80	40	39	1	3	6	20	30	8	13	6	31	16	26	1
	5.5	4.3	7.5	16.7	6.0	5.6	5.3	6.5	3.2	6.0	5.0	4.3	7.6	6.6	7.2
FOUR DAYS	55	37	18	-	6	7	11	10	11	10	7	20	7	21	-
	3.8	4.0	3.5		12.0	6.6	2.9	2.2	4.4	4.6	5.8	2.8	3.3	5.3	
FIVE DAYS	792	519	271	2	16	43	205	277	136	115	52	415	105	215	5
	54.1	55.3	52.0	33.3	32.0	40.2	54.1	59.9	53.9	53.5	43.0	57.3	50.0	54.4	35.7
SIX DAYS	104	74	30	-	2	7	25	41	26	3	12	46	21	24	1
	7.1	7.9	5.7		4.0	6.5	6.6	8.9	10.3	1.4	9.9	6.3	10.0	6.1	7.1
SEVEN DAYS	77	51	25	1	2	1	13	24	23	14	6	38	10	23	-
	5.2	5.4	4.8	16.7	4.0	.9	3.4	5.2	9.1	6.5	4.9	5.2	4.8	5.8	
NOT USED FOR WORK OR SCHOOL TRIPS	257	164	91	2	17	33	74	60	35	38	30	127	32	63	5
	17.5	17.5	17.5	33.3	34.0	30.8	19.5	13.0	13.9	17.7	24.8	17.5	15.2	15.9	35.7
DON'T KNOW/NOT STATED	12	5	7	-	-	-	5	2	2	3	1	6	3	2	-
	.8	.5	1.3				1.3	.4	.8	1.4	.8	.8	1.4	.5	

-NEWEST VEHICLE - NUMBER OF DAYS DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1465	287	1125	53	234	469	490	232	40	800	561	85	13	6
NUMBER OF DAYS DRIVEN:														
ONE DAY PER WEEK	31	7	24	-	7	6	14	4	-	19	10	1	1	-
	2.1	2.4	2.1		3.0	1.3	2.9	1.7		2.4	1.8	1.2	7.7	
TWO DAYS	57	17	36	4	11	17	16	11	2	34	21	2	-	-
	3.9	5.9	3.2	7.5	4.7	3.6	3.3	4.7	5.0	4.2	3.7	2.4		
THREE DAYS	80	20	60	-	13	27	25	12	3	48	28	1	3	-
	5.5	7.0	5.3		5.5	5.8	5.1	5.2	7.5	6.0	5.0	1.2	23.1	
FOUR DAYS	55	14	41	-	10	15	21	7	2	27	24	4	-	-
	3.8	4.9	3.7		4.3	3.2	4.3	3.0	5.0	3.4	4.3	4.7		
FIVE DAYS	792	140	620	32	123	265	267	115	22	416	318	48	6	4
	54.1	48.8	55.1	60.4	52.6	56.5	54.5	49.6	55.0	52.0	56.7	56.5	46.1	66.7
SIX DAYS	104	27	75	2	20	27	30	25	2	63	34	6	1	-
	7.1	9.4	6.7	3.8	8.5	5.8	6.1	10.8	5.0	7.9	6.1	7.0	7.7	
SEVEN DAYS	77	13	59	5	6	19	35	16	1	39	29	7	1	1
	5.2	4.5	5.2	9.4	2.6	4.0	7.1	6.9	2.5	4.9	5.2	8.2	7.7	16.7
NOT USED FOR WORK OR SCHOOL TRIPS	257	47	201	9	43	89	79	40	6	145	94	16	1	1
	17.5	16.4	17.9	17.0	18.4	19.0	16.1	17.2	15.0	18.1	16.7	18.8	7.7	16.6
DON'T KNOW/NOT STATED	12	2	9	1	1	4	3	2	2	9	3	-	-	-
	.8	.7	.8	1.9	.4	.8	.6	.9	5.0	1.1	.5			

-NEWEST VEHICLE - NUMBER OF MILES DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1208	157	156	131	148	152	149	177	138	617	572	592	267	180	165
MILES DRIVEN PER WEEK															
LESS THAN 50 MILES	402	63	42	49	40	64	48	50	46	167	226	201	78	59	62
	33.3	40.1	26.9	37.4	27.0	42.1	32.2	28.2	33.3	27.1	39.5	34.0	29.2	32.8	37.6
50 - 99 MILES	284	28	34	25	46	37	36	45	33	156	125	149	55	46	34
	23.5	17.8	21.8	19.1	31.1	24.4	24.2	25.4	23.9	25.3	21.9	25.2	20.6	25.6	20.6
100 - 149 MILES	181	19	31	13	33	16	17	32	20	101	78	82	46	29	23
	15.0	12.1	19.9	9.9	22.3	10.5	11.4	18.1	14.5	16.4	13.6	13.9	17.2	16.1	13.9
150 - 199 MILES	71	10	11	8	13	6	3	12	8	46	25	35	18	10	8
	5.9	6.4	7.1	6.1	8.8	3.9	2.0	6.8	5.8	7.4	4.4	5.9	6.8	5.6	4.8
200 - 249 MILES	64	11	11	4	6	2	11	11	8	45	19	28	21	6	9
	5.3	7.0	7.0	3.1	4.0	1.3	7.4	6.2	5.8	7.3	3.3	4.7	7.9	3.3	5.5
250 MILES AND OVER	110	15	19	10	1	10	23	15	17	79	29	50	31	15	13
	9.1	9.6	12.2	7.6	.7	6.6	15.4	8.5	12.3	12.8	5.1	8.4	11.6	8.3	7.9
DON'T KNOW/NOT STATED	96	11	8	22	9	17	11	12	6	23	70	47	18	15	16
	7.9	7.0	5.1	16.8	6.1	11.2	7.4	6.8	4.4	3.7	12.2	7.9	6.7	8.3	9.7

-NEWEST VEHICLE - NUMBER OF MILES DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1208	432	319	426	31	716	64	86	55	264	18	5
MILES DRIVEN PER WEEK												
LESS THAN 50 MILES	402	124	111	156	11	216	21	28	19	115	3	-
	33.3	28.7	34.8	36.6	35.5	30.2	32.8	32.6	34.6	43.6	16.7	
50 - 99 MILES	284	102	71	101	10	172	19	15	13	57	7	1
	23.5	23.6	22.3	23.7	32.3	24.0	29.7	17.5	23.6	21.6	38.9	20.0
100 - 149 MILES	181	71	42	65	3	118	8	15	6	27	6	1
	15.0	16.5	13.2	15.3	9.7	16.5	12.5	17.4	10.9	10.2	33.3	20.0
150 - 199 MILES	71	36	20	14	1	40	4	7	2	16	-	2
	5.9	8.3	6.3	3.3	3.2	5.6	6.3	8.1	3.6	6.1		40.0
200 - 249 MILES	64	25	24	15	-	43	3	5	1	11	1	-
	5.3	5.8	7.5	3.5		6.0	4.7	5.8	1.8	4.1	5.6	
250 MILES AND OVER	110	42	34	32	2	77	5	5	8	15	-	-
	9.1	9.7	10.6	7.5	6.4	10.7	7.8	5.8	14.6	5.7		
DON'T KNOW/NOT STATED	96	32	17	43	4	50	4	11	6	23	1	1
	7.9	7.4	5.3	10.1	12.9	7.0	6.2	12.8	10.9	8.7	5.5	20.0

-NEWEST VEHICLE - NUMBER OF MILES DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1208	774	430	4	33	74	305	402	217	177	91	598	178	332	9
MILES DRIVEN PER WEEK															
LESS THAN 50 MILES	402	225	174	3	15	43	117	109	57	61	31	203	49	115	4
	33.3	29.1	40.5	75.0	45.5	58.1	38.4	27.1	26.3	34.5	34.0	34.0	27.5	34.6	44.5
50 - 99 MILES	284	188	96	-	5	10	61	110	61	37	15	147	46	76	-
	23.5	24.3	22.3		15.2	13.5	20.0	27.4	28.1	20.9	16.5	24.6	25.8	22.9	
100 - 149 MILES	181	134	47	-	3	5	42	78	29	24	16	91	32	41	1
	15.0	17.3	10.9		9.1	6.8	13.8	19.4	13.4	13.6	17.6	15.2	18.0	12.4	11.1
150 - 199 MILES	71	44	27	-	3	5	13	25	16	9	2	39	11	19	-
	5.9	5.7	6.3		9.1	6.8	4.2	6.2	7.4	5.1	2.2	6.5	6.2	5.7	
200 - 249 MILES	64	46	18	-	1	2	18	15	15	13	7	26	9	22	-
	5.3	5.9	4.2		3.0	2.7	5.9	3.7	6.9	7.3	7.7	4.3	5.1	6.6	
250 MILES AND OVER	110	76	34	-	1	6	18	44	30	11	5	50	13	40	2
	9.1	9.8	7.9		3.0	8.1	5.9	11.0	13.8	6.2	5.5	8.4	7.3	12.1	22.2
DON'T KNOW/NOT STATED	96	61	34	1	5	3	36	21	9	22	15	42	18	19	2
	7.9	7.9	7.9	25.0	15.1	4.0	11.8	5.2	4.1	12.4	16.5	7.0	10.1	5.7	22.2

-NEWEST VEHICLE - NUMBER OF MILES DRIVEN PER WEEK Q.16B
BASE: THOSE WHO HAVE ONE OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1208	240	924	44	191	380	411	192	34	655	467	69	12	5
MILES DRIVEN PER WEEK														
LESS THAN 50 MILES	402	79	313	10	69	142	139	40	12	224	160	15	2	1
	33.3	32.9	33.9	22.7	36.1	37.4	33.8	20.8	35.3	34.2	34.3	21.7	16.7	20.0
50 - 99 MILES	284	58	210	16	45	84	102	46	7	153	108	21	2	-
	23.5	24.2	22.7	36.4	23.6	22.1	24.8	24.0	20.6	23.4	23.1	30.4	16.7	
100 - 149 MILES	181	38	138	5	21	61	62	35	2	105	65	8	3	-
	15.0	15.8	15.0	11.4	11.0	16.0	15.1	18.2	5.9	16.0	13.9	11.6	25.0	
150 - 199 MILES	71	8	62	1	8	28	17	16	2	41	22	5	2	1
	5.9	3.3	6.7	2.3	4.2	7.4	4.1	8.3	5.9	6.3	4.7	7.3	16.7	20.0
200 - 249 MILES	64	15	49	-	9	15	28	11	1	33	21	8	2	-
	5.3	6.3	5.3		4.7	3.9	6.8	5.7	2.9	5.0	4.5	11.6	16.6	
250 MILES AND OVER	110	30	77	3	16	25	38	27	4	53	49	7	-	1
	9.1	12.5	8.3	6.8	8.4	6.6	9.3	14.1	11.8	8.1	10.5	10.2		20.0
DON'T KNOW/NOT STATED	96	12	75	9	23	25	25	17	6	46	42	5	1	2
	7.9	5.0	8.1	20.4	12.0	6.6	6.1	8.9	17.6	7.0	9.0	7.2	8.3	40.0

0200

-SECOND NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	637	56	57	33	61	81	95	144	110	332	297	282	139	118	95
TYPE OF VEHICLE:															
CAR	461 75.5	42 75.0	46 80.7	28 84.9	55 90.2	68 84.0	71 74.8	94 65.3	77 70.0	247 74.4	229 77.1	226 80.2	87 62.6	92 78.0	74 77.9
STATION WAGON	48 7.5	4 7.1	4 7.0	3 9.1	2 3.3	5 6.2	2 2.1	12 8.3	16 14.5	30 9.0	16 5.4	10 3.5	24 17.3	7 5.9	6 6.3
LIGHT TRUCK	65 10.2	7 12.5	4 7.0	1 3.0	4 6.5	2 2.5	12 12.6	25 17.4	10 9.1	35 10.6	29 9.8	28 9.9	16 11.5	12 10.2	9 9.5
VAN	29 4.6	3 5.4	2 3.5	1 3.0	-	4 4.9	6 6.3	6 4.2	7 6.4	12 3.6	17 5.7	11 3.9	10 7.2	5 4.2	3 3.2
OTHER	12 1.9	-	1 1.8	-	-	1 1.2	4 4.2	6 4.1	-	7 2.1	5 1.7	5 1.8	2 1.4	2 1.7	3 3.1
NOT STATED	2 .3	-	-	-	-	1 1.2	-	1 .7	-	1 .3	1 .3	2 .7	-	-	-
CYLINDERS:															
4 CYLINDERS	178 27.9	17 30.4	22 38.6	11 33.3	21 34.4	25 30.9	15 15.8	34 23.6	33 30.0	109 32.8	67 22.5	92 32.6	37 26.6	28 23.7	21 22.1
5 CYLINDERS	3 .5	-	-	-	1 1.7	-	1 1.1	1 .7	-	1 .3	2 .7	3 1.1	-	-	-
6 CYLINDERS	149 23.4	17 30.4	9 15.8	7 21.2	16 26.2	18 22.2	30 31.6	30 20.8	22 20.0	62 18.7	84 28.3	63 22.3	28 20.2	28 23.7	29 30.5
8 CYLINDERS	274 43.0	19 33.9	26 45.6	13 39.4	23 37.7	36 44.5	42 44.2	68 47.2	47 42.7	152 45.8	119 40.1	109 38.7	69 49.6	56 47.5	38 40.0
OTHER	3 .5	-	-	-	-	1 1.2	1 1.0	1 .7	-	2 .6	1 .3	2 .7	-	1 .9	- .
DON'T KNOW/NOT STATED	30 4.7	3 5.3	-	2 6.1	-	1 1.2	6 6.3	10 7.0	8 7.3	6 1.8	24 8.1	13 4.6	5 3.6	5 4.2	7 7.4

CONSUMER CONTACT - STUDY 8363-82

-SECOND NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	637	212	161	236	8	484	35	33	23	53	6	3
TYPE OF VEHICLE:												
CAR	481 75.5	157 74.0	145 80.1	175 74.2	4 50.0	357 73.8	28 80.0	27 81.8	20 87.0	43 81.1	4 66.7	2 66.7
STATION WAGON	48 7.5	15 7.1	14 7.7	17 7.2	2 25.0	40 8.3	1 2.9	2 6.1	1 4.4	3 5.7	1 16.7	-
LIGHT TRUCK	65 10.2	26 12.3	14 7.7	23 9.7	2 25.0	54 11.1	4 11.4	2 6.1	1 4.3	3 5.7	1 16.6	-
VAN	29 4.6	13 6.1	3 1.7	13 5.5	-	22 4.5	1 2.9	2 6.0	-	3 5.6	-	1 33.3
OTHER	12 1.9	1 .5	4 2.2	7 3.0	-	10 2.1	1 2.8	-	1 4.3	-	-	-
NOT STATED	2 .3	-	1 .6	1 .4	-	1 .2	-	-	-	1 1.9	-	-
CYLINDERS:												
4 CYLINDERS	178 27.9	56 26.4	47 26.0	72 30.5	3 37.5	134 27.7	10 28.6	7 21.2	10 43.5	16 30.2	-	1 33.4
5 CYLINDERS	3 .5	1 .5	1 .5	1 .4	-	2 .4	1 2.9	-	-	-	-	-
6 CYLINDERS	149 23.4	50 23.6	47 26.0	50 21.2	2 25.0	110 22.7	6 17.1	8 24.2	3 13.0	19 35.8	2 33.3	1 33.3
8 CYLINDERS	274 43.0	92 43.4	81 44.7	99 42.0	2 25.0	212 43.8	17 48.6	16 48.5	8 34.8	16 30.2	4 66.7	1 33.3
OTHER	3 .5	1 .5	-	2 .8	-	3 .6	-	-	-	-	-	-
DON'T KNOW/NOT STATED	30 4.7	12 5.6	5 2.8	12 5.1	1 12.5	23 4.8	1 2.8	2 6.1	2 8.7	2 3.8	-	-

-SECOND NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	637	497	139	1	10	15	114	219	187	92	45	312	90	184	6
TYPE OF VEHICLE:															
CAR	481 75.5	373 75.1	107 77.0	1 100.0	4 40.0	12 80.0	84 73.7	168 76.7	141 75.4	72 78.3	31 68.9	231 74.0	74 82.2	142 77.2	3 50.0
STATION WAGON	48 7.5	41 8.2	7 5.0	-	2 20.0	2 13.3	4 3.5	18 8.2	17 9.1	5 5.4	-	19 6.1	8 8.9	20 10.9	1 16.7
LIGHT TRUCK	65 10.2	52 10.5	13 9.4	-	3 30.0	1 6.7	10 8.8	22 10.1	19 10.2	10 10.9	6 13.3	41 13.2	5 5.6	11 6.0	2 33.3
VAN	29 4.6	23 4.6	6 4.3	-	1 10.0	-	10 8.8	9 4.1	5 2.7	4 4.3	6 13.3	10 3.2	3 3.3	10 5.4	-
OTHER	12 1.9	7 1.4	5 3.6	-	-	-	6 5.2	2 .9	4 2.1	-	2 4.5	9 2.9	-	1 .5	-
NOT STATED	2 .3	1 .2	1 .7	-	-	-	-	-	1 .5	1 1.1	-	2 .6	-	-	-
CYLINDERS:															
4 CYLINDERS	178 27.9	134 27.0	43 30.9	1 100.0	1 10.0	2 13.4	26 22.8	74 33.8	55 29.4	20 21.8	7 15.5	76 24.4	29 32.2	65 35.3	1 16.7
5 CYLINDERS	3 .5	2 .4	1 .7	-	-	-	2 1.8	-	1 .5	-	-	2 .6	-	1 .6	-
6 CYLINDERS	149 23.4	121 24.3	28 20.2	-	3 30.0	5 33.3	35 30.7	40 18.3	43 23.0	23 25.0	12 26.7	73 23.4	20 22.2	42 22.8	2 33.3
8 CYLINDERS	274 43.0	215 43.3	59 42.4	-	5 50.0	8 53.3	42 36.8	93 42.5	83 44.4	43 46.7	22 48.9	145 46.5	35 38.9	69 37.5	3 50.0
OTHER	3 .5	3 .6	-	-	-	-	2 1.8	1 .4	-	-	-	2 .6	1 1.1	-	-
DON'T KNOW/NOT STATED	30 4.7	22 4.4	8 5.8	-	1 10.0	-	7 6.1	11 5.0	5 2.7	6 6.5	4 8.9	14 4.5	5 5.6	7 3.8	-

*SECOND NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	637	132	486	19	71	192	226	131	17	338	257	29	11	2
TYPE OF VEHICLE:														
CAR	481 75.5	103 78.0	365 75.1	13 68.4	50 70.4	143 74.5	174 77.0	102 77.9	12 70.6	243 71.9	203 79.0	25 86.2	9 81.8	1 50.0
STATION WAGON	48 7.5	11 8.3	36 7.4	1 5.3	10 14.1	14 7.3	11 4.9	11 8.4	2 11.8	33 9.8	14 5.5	-	1 9.1	-
LIGHT TRUCK	65 10.2	10 7.6	52 10.7	3 15.8	6 8.5	24 12.5	25 11.1	8 6.1	2 11.7	40 11.8	19 7.4	4 13.8	1 9.1	1 50.0
VAN	29 4.6	6 4.5	21 4.3	2 10.5	4 5.6	9 4.7	10 4.4	6 4.6	-	14 4.1	15 5.8	-	-	-
OTHER	12 1.9	1 .8	11 2.3	-	1 1.4	1 .5	6 2.6	3 2.3	1 5.9	6 1.8	6 2.3	-	-	-
NOT STATED	2 .3	1 .8	1 .2	-	-	1 .5	-	1 .7	-	2 .6	-	-	-	-
CYLINDERS:														
4 CYLINDERS	178 27.9	46 34.9	127 26.1	5 26.3	23 32.4	53 27.6	59 26.1	39 29.8	4 23.5	91 26.9	72 28.0	13 44.8	2 18.2	-
5 CYLINDERS	3 .5	-	3 .6	-	-	-	1 .5	2 1.5	-	2 .6	1 .4	-	-	-
6 CYLINDERS	149 23.4	26 19.7	119 24.5	4 21.0	17 24.0	42 21.9	61 27.0	26 19.8	3 17.7	81 24.0	62 24.1	3 10.4	2 18.2	1 50.0
8 CYLINDERS	274 43.0	58 43.9	207 42.6	9 47.4	29 40.8	83 43.2	95 42.0	58 44.3	9 52.9	147 43.5	107 41.6	12 41.4	7 63.6	1 50.0
OTHER	3 .5	-	3 .6	-	-	-	-	3 2.3	-	1 .3	2 .8	-	-	-
DON'T KNOW/NOT STATED	30 4.7	2 1.5	27 5.6	1 5.3	2 2.8	14 7.3	10 4.4	3 2.3	1 5.9	16 4.7	13 5.1	1 3.4	-	-

CONSUMER CONTACT - STUDY #363-82

-SECOND NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	637	56	57	33	61	81	95	144	110	332	297	282	139	118	95
NUMBER OF DAYS DRIVEN:															
ONE DAY PER WEEK	27 4.2	5 8.9	1 1.8	2 6.1	1 1.6	7 8.7	3 3.2	5 3.5	3 2.7	18 5.5	9 3.0	7 2.5	9 6.5	5 4.2	6 6.3
TWO DAYS	37 5.8	3 5.4	-	2 6.1	4 6.6	7 8.7	6 6.3	11 7.6	4 3.7	19 5.7	18 6.1	22 7.8	5 3.6	6 5.1	4 4.2
THREE DAYS	43 6.8	4 7.1	6 10.5	1 3.0	6 9.8	9 11.1	1 1.1	9 6.3	7 6.4	24 7.2	16 5.4	18 6.4	12 8.6	8 6.8	5 5.3
FOUR DAYS	27 4.2	1 1.8	4 7.0	1 3.0	3 4.9	6 7.4	2 2.1	8 5.6	2 1.8	10 3.0	16 5.4	12 4.3	3 2.2	9 7.6	3 3.2
FIVE DAYS	271 42.5	24 42.9	25 43.9	13 39.4	29 47.6	28 34.6	36 37.9	69 47.9	47 42.7	131 39.5	138 46.5	118 41.8	64 46.0	51 43.2	36 37.9
SIX DAYS	22 3.5	2 3.6	-	1 3.0	6 9.8	1 1.2	6 6.3	3 2.1	3 2.7	10 3.0	11 3.7	12 4.2	4 2.9	4 3.4	2 2.1
SEVEN DAYS	35 5.5	3 5.3	1 1.7	4 12.1	4 6.6	7 8.6	2 2.1	11 7.6	3 2.7	21 6.3	14 4.7	20 7.1	5 3.6	6 5.1	4 4.2
NOT USED FOR WORK OR SCHOOL TRIPS	165 25.9	14 25.0	20 35.1	4 12.1	8 13.1	15 18.5	37 38.9	27 18.7	40 36.4	93 28.0	71 23.9	68 24.1	37 26.6	27 22.9	32 33.7
DON'T KNOW/NOT STATED	10 1.6	-	-	5 15.2	-	1 1.2	2 2.1	1 .7	1 .9	6 1.8	4 1.3	5 1.8	-	2 1.7	3 3.1

-SECOND NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	637	212	181	236	8	484	35	33	23	53	6	3
NUMBER OF DAYS DRIVEN:												
ONE DAY PER WEEK	27	6	7	13	1	20	3	-	-	4	-	-
	4.2	2.8	3.9	5.5	12.5	4.1	8.6			7.5		
TWO DAYS	37	14	10	12	1	29	1	2	1	3	1	-
	5.8	6.6	5.5	5.1	12.5	6.0	2.9	6.1	4.4	5.7	16.7	
THREE DAYS	43	11	16	16	-	29	2	2	2	7	1	-
	6.8	5.2	8.8	6.8		6.0	5.7	6.1	8.7	13.2	16.7	
FOUR DAYS	27	13	6	7	1	20	2	1	1	3	-	-
	4.2	6.1	3.3	3.0	12.5	4.1	5.7	3.0	4.3	5.7		
FIVE DAYS	271	99	78	91	3	205	12	15	12	23	3	1
	42.5	46.7	43.1	38.5	37.5	42.4	34.3	45.4	52.2	43.4	50.0	33.4
SIX DAYS	22	8	7	7	-	17	1	1	1	1	-	1
	3.5	3.8	3.9	2.9		3.5	2.9	3.0	4.3	1.9		33.3
SEVEN DAYS	35	12	10	12	1	25	5	3	-	1	-	1
	5.5	5.7	5.5	5.1	12.5	5.2	14.3	9.1		1.9		33.3
NOT USED FOR WORK OR SCHOOL TRIPS	165	45	44	75	1	134	8	6	6	10	1	-
	25.9	21.2	24.3	31.8	12.5	27.7	22.8	18.2	26.1	18.8	16.6	
DON'T KNOW/NOT STATED	10	4	3	3	-	5	1	3	-	1	-	-
	1.6	1.9	1.7	1.3		1.0	2.8	9.1		1.9		

-SECOND NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	637	497	139	1	10	15	114	219	187	92	45	312	90	184	6
NUMBER OF DAYS DRIVEN:															
ONE DAY PER WEEK	27	18	9	-	2	-	6	6	10	3	4	14	1	8	-
	4.2	3.6	6.5		20.0		5.3	2.7	5.4	3.3	8.9	4.5	1.1	4.3	
TWO DAYS	37	29	8	-	-	1	6	16	7	7	2	19	5	11	-
	5.8	5.9	5.8			6.7	5.3	7.3	3.7	7.6	4.5	6.1	5.6	6.0	
THREE DAYS	43	32	11	-	-	-	7	19	15	2	5	18	7	13	-
	6.8	6.4	7.9				6.1	8.7	8.0	2.2	11.1	5.8	7.8	7.1	
FOUR DAYS	27	22	5	-	1	-	2	9	9	6	1	14	4	8	-
	4.2	4.4	3.6		10.0		1.8	4.1	4.8	6.5	2.2	4.5	4.4	4.3	
FIVE DAYS	271	217	54	-	1	6	38	86	96	44	15	121	51	80	4
	42.5	43.7	38.8		10.0	40.0	33.3	39.3	51.3	47.8	33.3	38.8	56.7	43.5	66.7
SIX DAYS	22	14	8	-	-	2	5	8	5	2	-	8	4	10	-
	3.5	2.8	5.7			13.3	4.4	3.6	2.7	2.2		2.5	4.4	5.4	
SEVEN DAYS	35	25	9	1	1	1	5	10	13	5	2	20	2	11	-
	5.5	5.0	6.5	100.0	10.0	6.7	4.4	4.6	7.0	5.4	4.4	6.4	2.2	6.0	
NOT USED FOR WORK OR SCHOOL TRIPS	165	134	31	-	5	5	42	63	31	19	13	92	16	43	1
	25.9	27.0	22.3		50.0	33.3	36.8	28.8	16.6	20.7	28.9	29.5	17.8	23.4	16.7
DON'T KNOW/NOT STATED	10	6	4	-	-	-	3	2	1	4	3	6	-	-	1
	1.6	1.2	2.9				2.6	.9	.5	4.3	6.7	1.9			16.6

-SECOND NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	637	132	486	19	71	192	226	131	17	338	257	29	11	2
NUMBER OF DAYS DRIVEN:														
ONE DAY PER WEEK	27 4.2	7 5.3	20 4.1	-	3 4.2	8 4.2	7 3.1	8 6.1	1 5.9	17 5.0	8 3.1	1 3.5	1 9.1	-
TWO DAYS	37 5.8	6 4.6	30 6.2	1 5.3	5 7.1	4 2.1	19 8.4	9 6.9	-	13 3.8	18 7.0	5 17.3	1 9.1	-
THREE DAYS	43 6.8	9 6.8	31 6.4	3 15.8	7 9.9	11 5.7	14 6.2	10 7.6	1 5.9	21 6.2	19 7.4	1 3.4	1 9.1	1 50.0
FOUR DAYS	27 4.2	8 6.1	18 3.7	1 5.3	2 2.8	9 4.7	12 5.3	4 3.0	-	17 5.0	10 3.9	-	-	-
FIVE DAYS	271 42.5	58 43.9	205 42.2	8 42.1	25 35.2	89 46.3	101 44.7	47 35.9	9 52.9	152 45.0	100 38.9	15 51.7	3 27.3	1 50.0
SIX DAYS	22 3.5	6 4.6	16 3.3	-	3 4.2	8 4.2	4 1.8	6 4.6	1 5.9	10 3.0	12 4.7	-	-	-
SEVEN DAYS	35 5.5	6 4.5	28 5.8	1 5.3	5 7.0	10 5.2	16 7.1	3 2.3	1 5.9	19 5.6	13 5.1	3 10.3	-	-
NOT USED FOR WORK OR SCHOOL TRIPS	165 25.9	30 22.7	131 26.9	4 21.0	19 26.8	48 25.0	51 22.5	43 32.8	4 23.5	83 24.6	73 28.4	4 13.8	5 45.4	-
DON'T KNOW/NOT STATED	10 1.6	2 1.5	7 1.4	1 5.2	2 2.8	5 2.6	2 .9	1 .8	-	6 1.8	4 1.5	-	-	-

-SECOND NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	472	42	37	29	53	66	58	117	70	239	226	214	102	91	63
MILES DRIVEN PER WEEK															
LESS THAN 50 MILES	173	20	12	7	11	35	20	37	31	80	91	82	34	34	23
	36.7	47.6	32.5	24.1	20.7	53.0	34.5	31.6	44.3	33.5	40.3	38.3	33.3	37.3	36.5
50 - 99 MILES	100	7	11	6	15	8	10	33	10	52	46	41	25	19	14
	21.2	16.7	29.7	20.7	28.3	12.1	17.2	28.2	14.3	21.8	20.3	19.2	24.5	20.9	22.2
100 - 149 MILES	91	4	6	3	18	5	17	25	13	51	40	41	23	15	11
	19.3	9.5	16.2	10.4	34.0	7.6	29.3	21.4	18.6	21.3	17.7	19.1	22.6	16.5	17.5
150 - 199 MILES	30	3	2	2	3	6	-	9	5	16	14	12	5	9	4
	6.3	7.2	5.4	6.9	5.7	9.1		7.7	7.1	6.7	6.2	5.6	4.9	9.9	6.3
200 - 249 MILES	17	1	-	1	2	3	3	4	3	13	3	7	4	3	3
	3.6	2.4		3.5	3.8	4.6	5.2	3.4	4.3	5.4	1.3	3.3	3.9	3.3	4.8
250 MILES AND OVER	27	4	4	3	-	3	3	3	7	15	11	15	6	5	1
	5.7	9.5	10.8	10.3		4.5	5.2	2.6	10.0	6.3	4.9	7.0	5.9	5.5	1.6
DON'T KNOW/NOT STATED	34	3	2	7	4	6	5	6	1	12	21	16	5	6	7
	7.2	7.1	5.4	24.1	7.5	9.1	8.6	5.1	1.4	5.0	9.3	7.5	4.9	6.6	11.1

-SECOND NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	472	167	137	161	7	350	27	27	17	43	5	3
MILES DRIVEN PER WEEK												
LESS THAN 50 MILES	173	48	54	67	4	131	9	7	4	18	3	1
	36.7	28.7	39.4	41.6	57.1	37.5	33.4	25.9	23.5	41.9	60.0	33.4
50 - 99 MILES	100	35	23	40	2	82	4	4	3	6	1	-
	21.2	21.0	16.8	24.8	28.6	23.4	14.8	14.8	17.7	14.0	20.0	
100 - 149 MILES	91	45	26	20	-	58	9	9	3	10	1	1
	19.3	26.9	19.0	12.4		16.6	33.3	33.4	17.6	23.2	20.0	33.3
150 - 199 MILES	30	13	8	9	-	19	1	3	2	4	-	1
	6.3	7.8	5.8	5.6		5.4	3.7	11.1	11.8	9.3		33.3
200 - 249 MILES	17	5	9	3	-	13	2	1	1	-	-	-
	3.6	3.0	6.6	1.9		3.7	7.4	3.7	5.9			
250 MILES AND OVER	27	12	7	8	-	21	-	1	3	2	-	-
	5.7	7.2	5.1	5.0		6.0		3.7	17.6	4.6		
DON'T KNOW/NOT STATED	34	9	10	14	1	26	2	2	1	3	-	-
	7.2	5.4	7.3	8.7	14.3	7.4	7.4	7.4	5.9	7.0		

CONSUMER CONTACT - STUDY 8363-82

-SECOND NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	472	363	108	1	5	10	72	156	156	73	32	220	74	141	5
MILES DRIVEN PER WEEK															
LESS THAN 50 MILES	173 36.7	136 37.5	37 34.3	-	2 40.0	3 30.0	27 37.5	55 35.3	62 39.8	24 32.9	10 31.3	84 38.2	27 36.5	52 36.9	-
50 - 99 MILES	100 21.2	80 22.0	20 18.5	-	-	2 20.0	13 18.1	37 23.7	30 19.2	18 24.7	5 15.6	51 23.2	13 17.6	29 20.6	2 40.0
100 - 149 MILES	91 19.3	64 17.6	27 25.0	-	2 40.0	3 30.0	13 18.1	28 17.9	32 20.5	13 17.8	5 15.6	40 18.2	16 21.6	29 20.6	1 20.0
150 - 199 MILES	30 6.3	20 5.5	9 8.3	1 100.0	-	2 20.0	5 6.9	12 7.7	9 5.8	2 2.7	2 6.3	14 6.4	8 10.8	6 4.2	-
200 - 249 MILES	17 3.6	14 3.9	3 2.8	-	-	-	3 4.2	5 3.2	7 4.5	2 2.7	2 6.3	9 4.1	-	6 4.2	-
250 MILES AND OVER	27 5.7	22 6.1	5 4.6	-	-	-	7 9.7	9 5.8	8 5.1	3 4.1	2 6.2	8 3.6	7 9.5	9 6.4	1 20.0
DON'T KNOW/NOT STATED	34 7.2	27 7.4	7 6.5	-	1 20.0	-	4 5.5	10 6.4	8 5.1	11 15.1	6 18.7	14 6.3	3 4.0	10 7.1	1 20.0

-SECOND NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16C
BASE: THOSE WHO HAVE TWO OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	472	102	355	15	52	144	175	88	13	255	184	25	6	2
MILES DRIVEN PER WEEK														
LESS THAN 50 MILES	173	41	125	7	17	54	61	35	6	90	71	10	1	1
	36.7	40.2	35.2	46.7	32.7	37.5	34.9	39.8	46.1	35.3	38.6	40.0	16.7	50.0
50 - 99 MILES	100	16	82	2	11	37	29	20	3	63	33	3	1	-
	21.2	15.7	23.1	13.3	21.2	25.7	16.6	22.7	23.1	24.7	17.9	12.0	16.7	
100 - 149 MILES	91	19	70	2	13	21	42	13	2	54	30	3	4	-
	19.3	18.6	19.7	13.3	25.0	14.6	24.0	14.8	15.4	21.2	16.3	12.0	66.6	
150 - 199 MILES	30	6	24	-	2	9	12	6	1	13	14	3	-	-
	6.3	5.9	6.8		3.8	6.2	6.8	6.8	7.7	5.1	7.6	12.0		
200 - 249 MILES	17	6	11	-	2	4	8	3	-	6	8	2	-	1
	3.6	5.9	3.1		3.8	2.8	4.6	3.4		2.4	4.3	8.0		50.0
250 MILES AND OVER	27	8	18	1	-	4	17	5	1	9	15	3	-	-
	5.7	7.8	5.1	6.7		2.8	9.7	5.7	7.7	3.5	8.2	12.0		
DON'T KNOW/NOT STATED	34	6	25	3	7	15	6	6	-	20	13	1	-	-
	7.2	5.9	7.0	20.0	13.5	10.4	3.4	6.8		7.8	7.1	4.0		

-THIRD NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	163	16	15	8	4	22	31	45	22	96	66	73	27	37	25
TYPE OF VEHICLE:															
CAR	113 69.3	8 50.0	14 93.3	5 62.5	1 25.0	19 86.4	20 64.5	32 71.1	14 63.6	70 72.9	42 63.6	50 68.5	16 59.3	29 78.4	18 72.0
STATION WAGON	5 3.1	2 12.5	-	1 12.5	1 25.0	-	-	1 2.2	-	4 4.2	1 1.5	3 4.1	1 3.7	1 2.7	-
LIGHT TRUCK	23 14.1	6 37.5	-	2 25.0	-	1 4.6	3 9.7	8 17.8	3 13.6	10 10.4	13 19.7	9 12.3	7 25.9	4 10.8	3 12.0
VAN	9 5.5	-	-	-	2 50.0	1 4.5	1 3.2	1 2.2	4 18.2	3 3.1	6 9.1	3 4.1	1 3.7	2 5.4	3 12.0
OTHER	9 5.5	-	1 6.7	-	-	-	5 16.1	3 6.7	-	5 5.2	4 6.1	5 6.9	2 7.4	1 2.7	-
NOT STATED	4 2.5	-	-	-	-	1 4.5	2 6.5	-	1 4.6	4 4.2	-	3 4.1	-	-	1 4.0
CYLINDERS:															
4 CYLINDERS	34 20.9	2 12.5	4 26.7	2 25.0	-	7 31.8	7 22.6	6 13.3	6 27.3	23 24.0	11 16.7	14 19.2	1 3.7	14 37.9	5 20.0
5 CYLINDERS	1 .6	-	-	-	-	-	-	1 2.2	-	1 1.0	-	1 1.4	-	-	-
6 CYLINDERS	36 22.1	3 18.8	3 20.0	2 25.0	1 25.0	9 40.9	4 12.9	11 24.5	3 13.6	19 19.8	17 25.8	17 23.3	8 29.6	5 13.5	6 24.0
8 CYLINDERS	71 43.6	9 56.3	8 53.3	1 12.5	2 50.0	5 22.7	14 45.2	21 46.7	11 50.0	44 45.8	26 39.4	32 43.8	16 59.3	13 35.1	10 40.0
OTHER	4 2.4	1 6.2	-	-	1 25.0	-	-	1 2.2	1 4.6	2 2.1	2 3.0	-	1 3.7	2 5.4	1 4.0
DON'T KNOW/NOT STATED	17 10.4	1 6.2	-	3 37.5	-	1 4.6	6 19.3	5 11.1	1 4.5	7 7.3	10 15.1	9 12.3	1 3.7	3 8.1	3 12.0

-THIRD NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	163	42	61	57	3	127	8	11	7	9	-	1
TYPE OF VEHICLE:												
CAR	113	32	44	36	1	89	7	6	4	7	-	-
	69.3	76.2	72.2	63.2	33.4	70.1	87.5	54.5	57.1	77.8		
STATION WAGON	5	-	2	2	1	3	-	1	-	-	-	1
	3.1		3.3	3.5	33.3	2.3		9.1				100.0
LIGHT TRUCK	23	6	8	9	-	18	-	3	1	1	-	-
	14.1	14.3	13.1	15.8		14.2		27.3	14.3	11.1		
VAN	9	1	3	4	1	7	-	1	1	-	-	-
	5.5	2.4	4.9	7.0	33.3	5.5		9.1	14.3			
OTHER	9	2	3	4	-	8	1	-	-	-	-	-
	5.5	4.7	4.9	7.0		6.3	12.5					
NOT STATED	4	1	1	2	-	2	-	-	1	1	-	-
	2.5	2.4	1.6	3.5		1.6			14.3	11.1		
CYLINDERS:												
4 CYLINDERS	34	8	14	11	1	27	1	2	1	3	-	-
	20.9	19.0	23.0	19.3	33.4	21.3	12.5	18.2	14.3	33.4		
5 CYLINDERS	1	-	1	-	-	-	1	-	-	-	-	-
	.6		1.6				12.5					
6 CYLINDERS	36	6	14	15	1	27	3	1	2	2	-	1
	22.1	14.3	23.0	26.3	33.3	21.2	37.5	9 1	28.6	22.2		100.0
8 CYLINDERS	71	21	26	24	-	59	1	7	1	3	-	-
	43.6	50.0	42.6	42.1		46.4	12.5	63.6	14.3	33.3		
OTHER	4	1	2	-	1	3	-	-	1	-	-	-
	2.4	2.4	3.3		33.3	2.4			14.3			
DON'T KNOW/NOT STATED	17	6	4	7	-	11	2	1	2	1	-	-
	10.4	14.3	6.5	12.3		8.7	25.0	9.1	28.5	11.1		

CONSUMER CONTACT - STUDY #363-82

-THIRD NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	163	128	35	-	1	1	26	37	74	24	18	85	20	39	1
TYPE OF VEHICLE:															
CAR	113 69.3	89 69.5	24 68.6	-	1 100.0	-	18 69.2	27 73.0	52 70.3	15 62.5	10 55.6	63 74.1	12 60.0	28 71.8	-
STATION WAGON	5 3.1	2 1.6	3 8.6	-	-	-	-	1 2.7	2 2.7	2 8.3	-	4 4.7	1 5.0	-	-
LIGHT TRUCK	23 14.1	20 15.6	3 8.6	-	-	1 100.0	4 15.4	6 16.2	8 10.8	4 16.7	7 38.9	10 11.8	3 15.0	3 7.7	-
VAN	9 5.5	8 6.3	1 2.8	-	-	-	1 3.9	1 2.7	6 8.1	1 4.2	-	2 2.4	4 20.0	3 7.7	-
OTHER	9 5.5	6 4.7	3 8.6	-	-	-	1 3.8	1 2.7	5 6.8	2 8.3	-	4 4.7	-	4 10.2	1 100.0
NOT STATED	4 2.5	3 2.3	1 2.8	-	-	-	2 7.7	1 2.7	1 1.3	-	1 5.5	2 2.3	-	1 2.6	-
CYLINDERS:															
4 CYLINDERS	34 20.9	24 18.8	10 28.6	-	-	-	7 26.9	6 16.2	18 24.3	3 12.5	2 11.1	18 21.2	4 20.0	10 25.7	-
5 CYLINDERS	1 .6	1 .8	-	-	-	-	-	-	1 1.4	-	-	-	-	1 2.6	-
6 CYLINDERS	36 22.1	24 18.8	12 34.3	-	-	-	6 23.1	10 27.0	14 18.9	6 25.0	3 16.7	20 23.5	5 25.0	8 20.5	-
8 CYLINDERS	71 43.6	63 49.2	8 22.9	-	1 100.0	-	8 30.8	15 40.6	35 47.3	12 50.0	9 50.0	41 48.2	8 40.0	13 33.3	-
OTHER	4 2.4	3 2.3	1 2.8	-	-	-	-	1 2.7	3 4.1	-	1 5.5	-	1 5.0	2 5.1	-
DON'T KNOW/NOT STATED	17 10.4	13 10.1	4 11.4	-	-	1 100.0	5 19.2	5 13.5	3 4.0	3 12.5	3 16.7	6 7.1	2 10.0	5 12.8	1 100.0

CONSUMER CONTACT - STUDY 8363-82

-THIRD NEWEST - TYPE AND NUMBER OF CYLINDERS Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	163	31	124	8	19	46	55	41	2	84	65	9	3	2
TYPE OF VEHICLE:														
CAR	113 69.3	25 80.6	84 67.8	4 50.0	13 68.4	31 67.4	39 70.9	29 70.8	1 50.0	59 70.2	48 73.9	3 33.3	2 66.7	1 50.0
STATION WAGON	5 3.1	-	3 2.4	2 25.0	-	2 4.4	3 5.5	-	-	4 4.8	1 1.5	-	-	-
LIGHT TRUCK	23 14.1	2 6.5	19 15.3	2 25.0	2 10.5	6 13.0	6 10.9	8 19.5	1 50.0	10 11.9	7 10.8	5 55.6	-	1 50.0
VAN	9 5.5	2 6.5	7 5.6	-	2 10.5	3 6.5	3 5.5	1 2.4	-	6 7.1	3 4.6	-	-	-
OTHER	9 5.5	1 3.2	8 6.5	-	1 5.3	4 8.7	3 5.4	1 2.4	-	4 4.8	5 7.7	-	-	-
NOT STATED	4 2.5	1 3.2	3 2.4	-	1 5.3	-	1 1.8	2 4.9	-	1 1.2	1 1.5	1 11.1	1 33.3	-
CYLINDERS:														
4 CYLINDERS	34 20.9	11 35.5	22 17.8	1 12.5	5 26.3	4 8.7	14 25.5	11 26.8	-	20 23.8	13 20.0	-	1 33.4	-
5 CYLINDERS	1 .6	-	1 .8	-	-	-	-	1 2.4	-	1 1.2	-	-	-	-
6 CYLINDERS	36 22.1	3 9.7	32 25.8	1 12.5	6 31.6	10 21.7	8 14.5	12 29.3	-	18 21.4	13 20.0	3 33.3	1 33.3	1 50.0
8 CYLINDERS	71 43.6	14 45.2	52 41.9	5 62.5	5 26.3	26 56.5	26 47.3	12 29.3	2 100.0	38 45.2	28 43.1	4 44.5	-	1 50.0
OTHER	4 2.4	1 3.2	2 1.6	1 12.5	-	1 2.2	2 3.6	1 2.4	-	1 1.2	3 4.6	-	-	-
DON'T KNOW/NOT STATED	17 10.4	2 6.4	15 12.1	-	3 15.8	5 10.9	5 9.1	4 9.8	-	6 7.2	8 12.3	2 22.2	1 33.3	-

CONSUMER CONTACT - STUDY #363-82

-THIRD NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY CITY, SEX AND AGE

	TOTAL	CITY								SEX		AGE			
		HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	163	16	15	8	4	22	31	45	22	96	66	73	27	37	25
NUMBER OF DAYS DRIVEN:															
ONE DAY PER WEEK	8 4.9	1 6.3	2 13.4	-	-	2 9.1	-	2 4.4	1 4.6	3 3.1	4 6.1	3 4.1	-	2 5.4	3 12.0
TWO DAYS	12 7.4	2 12.5	-	-	-	1 4.6	4 12.9	3 6.7	2 9.1	7 7.3	5 7.6	6 8.2	3 11.1	3 8.1	-
THREE DAYS	9 5.5	1 6.3	2 13.3	-	-	-	2 6.5	3 6.7	1 4.5	7 7.3	2 3.0	5 6.9	1 3.7	2 5.4	1 4.0
FOUR DAYS	6 3.7	-	-	1 12.5	-	1 4.5	-	3 6.7	1 4.5	3 3.1	3 4.6	3 4.1	1 3.7	2 5.4	-
FIVE DAYS	56 34.4	4 25.0	5 33.3	3 37.5	3 75.0	7 31.8	9 29.0	18 40.0	7 31.8	33 34.4	23 34.9	25 34.2	11 40.8	11 29.7	9 36.0
SIX DAYS	4 2.5	-	-	-	-	1 4.5	1 3.2	2 4.4	-	2 2.1	2 3.0	1 1.4	-	2 5.4	1 4.0
SEVEN DAYS	11 6.7	-	-	1 12.5	-	4 18.2	2 6.5	4 8.9	-	8 8.3	3 4.5	7 9.6	1 3.7	2 5.4	-
NOT USED FOR WORK OR SCHOOL TRIPS	47 28.8	7 43.7	5 33.3	1 12.5	1 25.0	4 18.2	11 35.5	10 22.2	8 36.4	24 25.0	23 34.8	18 24.7	9 33.3	12 32.5	8 32.0
DON'T KNOW/NOT STATED	10 6.1	1 6.2	1 6.7	2 25.0	-	2 9.1	2 6.4	-	2 9.1	9 9.4	1 1.5	5 6.8	1 3.7	1 2.7	3 12.0

CONSUMER CONTACT - STUDY 8363-82

-THIRD NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	163	42	61	57	3	127	8	11	7	9	-	1
NUMBER OF DAYS DRIVEN:												
ONE DAY PER WEEK	8 4.9	1 2.4	2 3.3	4 7.0	1 33.4	6 4.7	1 12.5	1 9.1	-	-	-	-
TWO DAYS	12 7.4	3 7.2	6 9.8	2 3.5	1 33.3	9 7.1	1 12.5	1 9.1	1 14.3	-	-	-
THREE DAYS	9 5.5	3 7.1	4 6.6	2 3.5	-	8 6.3	1 12.5	-	-	-	-	-
FOUR DAYS	6 3.7	3 7.1	2 3.3	1 1.8	-	4 3.2	-	1 9.1	-	1 11.1	-	-
FIVE DAYS	56 34.4	17 40.5	22 36.1	16 28.1	1 33.3	44 34.6	2 25.0	4 36.3	3 42.8	2 22.2	-	1 100.0
SIX DAYS	4 2.5	1 2.4	-	3 5.3	-	3 2.4	-	-	1 14.3	-	-	-
SEVEN DAYS	11 6.7	4 9.5	3 4.9	4 7.0	-	9 7.1	-	1 9.1	-	1 11.1	-	-
NOT USED FOR WORK OR SCHOOL TRIPS	47 28.8	7 16.7	19 31.1	21 36.8	-	38 29.9	3 37.5	2 18.2	1 14.3	3 33.4	-	-
DON'T KNOW/NOT STATED	10 6.1	3 7.1	3 4.9	4 7.0	-	6 4.7	-	1 9.1	1 14.3	2 22.2	-	-

CONSUMER CONTACT - STUDY #363-82

-THIRD NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	163	128	35	-	1	1	26	37	74	24	18	85	20	39	1
NUMBER OF DAYS DRIVEN:															
ONE DAY PER WEEK	8 4.9	6 4.7	2 5.7	-	-	-	-	4 10.8	2 2.7	2 8.3	1 5.6	5 5.9	1 5.0	1 2.6	-
TWO DAYS	12 7.4	11 8.6	1 2.9	-	-	-	1 3.9	3 8.1	7 9.5	1 4.2	2 11.1	3 3.5	2 10.0	5 12.8	-
THREE DAYS	9 5.5	6 4.7	3 8.6	-	-	-	1 3.9	2 5.4	4 5.4	2 8.3	-	4 4.7	1 5.0	4 10.3	-
FOUR DAYS	6 3.7	3 2.3	3 8.6	-	-	1 100.0	2 7.7	2 5.4	1 1.4	-	2 11.1	3 3.5	1 5.0	-	-
FIVE DAYS	56 34.4	45 35.2	11 31.4	-	-	-	8 30.8	12 32.5	27 36.5	9 37.5	2 11.1	37 43.5	6 30.0	11 28.2	-
SIX DAYS	4 2.5	3 2.3	1 2.8	-	-	-	1 3.8	-	2 2.7	1 4.2	2 11.1	2 2.4	-	-	-
SEVEN DAYS	11 6.7	7 5.5	4 11.4	-	-	-	1 3.8	2 5.4	7 9.4	1 4.2	-	4 4.7	2 10.0	4 10.2	1 100.0
NOT USED FOR WORK OR SCHOOL TRIPS	47 28.8	40 31.2	7 20.0	-	1 100.0	-	7 26.9	10 27.0	23 31.1	6 25.0	5 27.8	23 27.1	6 30.0	13 33.3	-
DON'T KNOW/NOT STATED	10 6.1	7 5.5	3 8.6	-	-	-	5 19.2	2 5.4	1 1.3	2 8.3	4 22.2	4 4.7	1 5.0	1 2.6	-

-THIRD NEWEST - NUMBER OF DAYS DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE THREE OR MORE VEHICLES
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	163	31	124	8	19	46	55	41	2	84	65	9	3	2
NUMBER OF DAYS DRIVEN:														
ONE DAY PER WEEK	8	2	6	-	-	4	2	2	-	5	3	-	-	-
	4.9	6.5	4.8			8.7	3.6	4.9		6.0	4.6			
TWO DAYS	12	4	7	1	2	2	6	2	-	5	6	1	-	-
	7.4	12.9	5.7	12.5	10.5	4.4	10.9	4.9		5.9	9.2	11.1		
THREE DAYS	9	2	7	-	2	2	4	-	1	5	4	-	-	-
	5.5	6.4	5.7		10.5	4.4	7.3		50.0	5.9	6.2			
FOUR DAYS	6	-	5	1	1	2	1	2	-	1	5	-	-	-
	3.7		4.0	12.5	5.3	4.3	1.8	4.9		1.2	7.7			
FIVE DAYS	56	9	45	2	5	20	16	15	-	32	20	2	-	2
	34.4	29.0	36.3	25.0	26.3	43.5	29.1	36.6		38.1	30.8	22.3		100.0
SIX DAYS	4	-	4	-	-	-	1	3	-	2	-	2	-	-
	2.5		3.2				1.8	7.3		2.4		22.2		
SEVEN DAYS	11	3	7	1	1	2	6	2	-	8	3	-	-	-
	6.7	9.7	5.7	12.5	5.3	4.3	10.9	4.9		9.5	4.6			
NOT USED FOR WORK OR SCHOOL TRIPS	47	7	37	3	5	14	15	12	1	23	20	2	2	-
	28.8	22.6	29.8	37.5	26.3	30.4	27.3	29.2	50.0	27.4	30.8	22.2	66.7	
DON'T KNOW/NOT STATED	10	4	6	-	3	-	4	3	-	3	4	2	1	-
	6.1	12.9	4.8		15.8		7.3	7.3		3.6	6.1	22.2	33.3	

-THIRD NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE 3 OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI -FAX	QUE. CITY	MONT -REAL	OTT-TORO AWA	-NTO	WINN- IPEG	CAL- GARY	VANC- OUVER	MALE	FE- MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	116	9	10	7	3	18	20	35	14	72	43	55	18	25	17
MILES DRIVEN PER WEEK															
LESS THAN 50 MILES	35	7	5	-	1	5	6	7	4	18	16	17	8	8	2
	30.2	77.8	50.0		33.3	27.8	30.0	20.0	28.6	25.0	37.2	30.9	44.4	32.0	11.8
50 - 99 MILES	31	-	1	1	-	4	6	16	3	19	12	12	7	6	5
	26.7		10.0	14.3		22.2	30.0	45.7	21.4	26.4	27.9	21.8	38.9	24.0	29.4
100 - 149 MILES	19	1	1	1	2	2	3	6	3	16	3	9	2	4	4
	16.4	11.1	10.0	14.3	66.7	11.1	15.0	17.1	21.4	22.2	7.0	16.4	11.1	16.0	23.5
150 - 199 MILES	5	1	-	-	-	1	-	3	-	2	3	3	1	1	-
	4.3	11.1				5.6		8.6		2.8	7.0	5.5	5.6	4.0	
200 - 249 MILES	3	-	-	-	-	-	1	1	1	2	1	2	-	-	1
	2.6						5.0	2.9	7.2	2.8	2.3	3.6			5.9
250 MILES AND OVER	6	-	2	1	-	1	1	-	1	4	2	3	-	3	-
	5.2		20.0	14.3		5.5	5.0		7.1	5.5	4.7	5.4		12.0	
DON'T KNOW/NOT STATED	17	-	1	4	-	5	3	2	2	11	6	9	-	3	5
	14.6		10.0	57.1		27.8	15.0	5.7	14.3	15.3	13.9	16.4		12.0	29.4

-THIRD NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE 3 OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	116	35	42	36	3	89	5	9	6	6	-	1
MILES DRIVEN PER WEEK												
LESS THAN 50 MILES	35	8	12	13	2	28	3	1	1	1	-	1
	30.2	22.9	28.6	36.1	66.7	31.4	60.0	11.1	16.7	16.7		100.0
50 - 99 MILES	31	8	13	9	1	25	1	3	1	1	-	-
	26.7	22.9	30.9	25.0	33.3	28.1	20.0	33.4	16.7	16.7		
100 - 149 MILES	19	6	9	4	-	13	1	3	1	1	-	-
	16.4	17.1	21.4	11.1		14.6	20.0	33.3	16.7	16.7		
150 - 199 MILES	5	3	1	1	-	3	-	1	1	-	-	-
	4.3	8.6	2.4	2.8		3.4		11.1	16.7			
200 - 249 MILES	3	2	1	-	-	3	-	-	-	-	-	-
	2.6	5.7	2.4			3.4						
250 MILES AND OVER	6	6	-	-	-	4	-	-	1	1	-	-
	5.2	17.1				4.5			16.6	16.6		
DON'T KNOW/NOT STATED	17	2	6	9	-	13	-	1	1	2	-	-
	14.6	5.7	14.3	25.0		14.6		11.1	16.6	33.3		

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-THIRD NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE 3 OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	116	88	28	-	-	1	19	27	51	18	13	62	14	26	1
MILES DRIVEN PER WEEK															
LESS THAN 50 MILES	35 30.2	26 29.6	9 32.2	-	-	-	4 21.1	12 44.5	16 31.4	3 16.7	4 30.8	19 30.7	4 28.6	8 30.8	-
50 - 99 MILES	31 26.7	25 28.4	6 21.4	-	-	1 100.0	4 21.0	4 14.8	15 29.4	7 38.9	5 38.5	16 25.8	2 14.3	7 26.9	1 100.0
100 - 149 MILES	19 16.4	14 15.9	5 17.9	-	-	-	3 15.8	5 18.5	10 19.6	1 5.6	-	10 16.1	3 21.4	6 23.1	-
150 - 199 MILES	5 4.3	3 3.4	2 7.1	-	-	-	-	1 3.7	4 7.8	-	-	4 6.5	-	1 3.9	-
200 - 249 MILES	3 2.6	2 2.3	1 3.6	-	-	-	1 5.3	-	1 2.0	1 5.5	-	3 4.8	-	-	-
250 MILES AND OVER	6 5.2	4 4.5	2 7.1	-	-	-	2 10.5	1 3.7	2 3.9	1 5.5	-	3 4.8	2 14.3	1 3.8	-
DON'T KNOW/NOT STATED	17 14.6	14 15.9	3 10.7	-	-	-	5 26.3	4 14.8	3 5.9	5 27.8	4 30.7	7 11.3	3 21.4	3 11.5	-

-THIRD NEWEST - NUMBER OF MILES DRIVEN PER WEEK Q.16D
BASE: THOSE WHO HAVE 3 OR MORE VEHICLES AND DRIVE TO WORK/SCHOOL
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	116	24	87	5	14	32	40	29	1	61	45	7	1	2
MILES DRIVEN PER WEEK														
LESS THAN 50 MILES	35	10	22	3	2	10	12	10	1	20	13	2	-	-
	30.2	41.7	25.3	60.0	14.3	31.3	30.0	34.5	100.0	32.8	28.9	28.5		
50 - 99 MILES	31	6	24	1	3	7	12	9	-	16	13	1	-	1
	26.7	25.0	27.6	20.0	21.4	21.9	30.0	31.0		26.2	28.9	14.3		50.0
100 - 149 MILES	19	4	14	1	1	6	6	6	-	10	7	1	-	1
	16.4	16.7	16.1	20.0	7.2	18.8	15.0	20.7		16.4	15.6	14.3		50.0
150 - 199 MILES	5	1	4	-	-	2	2	1	-	3	1	1	-	-
	4.3	4.2	4.6			6.2	5.0	3.5		4.9	2.2	14.3		
200 - 249 MILES	3	-	3	-	1	1	1	-	-	1	2	-	-	-
	2.6		3.5		7.1	3.1	2.5			1.7	4.4			
250 MILES AND OVER	6	1	5	-	3	2	1	-	-	3	2	1	-	-
	5.2	4.1	5.7		21.4	6.2	2.5			4.9	4.4	14.3		
DON'T KNOW/NOT STATED	17	2	15	-	4	4	6	3	-	8	7	1	1	-
	14.6	8.3	17.2		28.6	12.5	15.0	10.3		13.1	15.6	14.3	100.0	

CONSUMER CONTACT - STUDY #363-82

PLANS TO SPEND MONEY IN NEXT 12 MONTHS TO IMPROVE ENERGY EFFICIENCY OF HOME Q.17A
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
YES	403 24.3	53 26.5	40 19.3	29 14.4	57 26.7	58 28.7	62 30.3	56 25.0	48 23.2	216 26.8	180 21.8	201 25.9	99 31.7	58 24.7	44 13.5
NO	981 59.1	95 47.5	127 61.4	137 68.2	128 60.1	118 58.4	107 52.2	137 61.2	132 63.8	465 57.8	500 60.5	427 54.9	176 56.4	142 60.4	230 70.5
DON'T KNOW	57 3.4	4 2.0	7 3.4	5 2.5	14 6.6	5 2.5	7 3.4	12 5.3	3 1.4	30 3.7	26 3.2	24 3.1	9 2.9	11 4.7	12 3.7
NOT APPLICABLE	218 13.2	48 24.0	33 15.9	30 14.9	14 6.6	21 10.4	29 14.1	19 8.5	24 11.6	94 11.7	120 14.5	125 16.1	28 9.0	24 10.2	40 12.3
NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PLANS TO SPEND MONEY IN NEXT 12 MONTHS TO IMPROVE ENERGY EFFICIENCY OF HOME Q.17A
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
YES	403	126	89	183	5	307	27	21	13	24	10	1
	24.3	23.9	21.2	27.9	8.8	34.2	32.9	15.2	18.6	5.6	33.4	9.1
NO	981	327	250	376	28	540	45	96	41	236	15	8
	59.1	62.0	59.5	57.4	49.1	60.1	54.9	69.6	58.6	54.9	50.0	72.7
DON'T KNOW	57	13	21	22	1	35	4	5	2	8	1	2
	3.4	2.5	5.0	3.4	1.8	3.9	4.9	3.6	2.8	1.8	3.3	18.2
NOT APPLICABLE	218	61	60	74	23	16	6	16	14	162	4	-
	13.2	11.6	14.3	11.3	40.3	1.8	7.3	11.6	20.0	37.7	13.3	
NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-

PLANS TO SPEND MONEY IN NEXT 12 MONTHS TO IMPROVE ENERGY EFFICIENCY OF HOME Q.17A
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
YES	403 24.3	349 35.6	54 8.1	-	12 13.3	25 17.2	94 22.2	136 28.4	87 34.0	49 18.5	26 17.1	197 24.1	60 24.7	118 27.6	2 10.0
NO	981 59.1	582 59.3	391 58.5	8 80.0	51 56.7	88 60.7	237 55.9	282 58.9	140 54.7	183 69.1	102 67.1	488 59.8	140 57.6	236 55.3	15 75.0
DON'T KNOW	57 3.4	39 4.0	16 2.4	2 20.0	2 2.2	4 2.8	13 3.1	17 3.5	12 4.7	9 3.4	5 3.3	28 3.4	11 4.5	12 2.8	1 5.0
NOT APPLICABLE	218 13.2	11 1.1	207 31.0	-	25 27.8	28 19.3	80 18.8	44 9.2	17 6.6	24 9.0	19 12.5	104 12.7	32 13.2	61 14.3	2 10.0
NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

PLANS TO SPEND MONEY IN NEXT 12 MONTHS TO IMPROVE ENERGY EFFICIENCY OF HOME Q.17A
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
YES	403	91	295	17	53	119	145	73	13	243	133	19	5	3
	24.3	28.3	23.3	23.0	19.8	21.9	26.5	29.4	25.5	26.7	21.2	20.0	31.3	27.3
NO	981	178	762	41	158	331	320	143	29	517	383	65	10	6
	59.1	55.5	60.3	55.4	58.9	60.8	58.4	57.7	56.9	56.8	61.1	68.4	62.5	54.5
DON'T KNOW	57	12	42	3	12	21	10	11	3	33	19	2	1	2
	3.4	3.7	3.3	4.0	4.5	3.9	1.8	4.4	5.9	3.6	3.0	2.1	6.2	18.2
NOT APPLICABLE	218	40	165	13	45	73	73	21	6	117	92	9	-	-
	13.2	12.5	13.1	17.6	16.8	13.4	13.3	8.5	11.7	12.9	14.7	9.5		
NOT STATED	-	-	-	-	-	-	-	-	-	-	-	-	-	-

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CONSUMER CONTACT - STUDY 0363-82

HOW MUCH TO BE SPENT ON IMPROVING HOME ENERGY EFFICIENCY Q.17B
BASE: THOSE PLANNING TO SPEND MONEY
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	403	53	40	29	57	58	62	56	48	216	180	201	99	58	44
UNDER $100	48	3	5	2	4	8	10	8	8	28	20	32	7	5	4
	11.9	5.7	12.5	6.9	7.0	13.8	16.1	14.3	16.7	13.0	11.1	15.9	7.1	8.6	9.1
$100 - $500	158	21	19	10	27	16	25	25	15	78	77	86	39	22	11
	39.2	39.6	47.5	34.5	47.4	27.6	40.3	44.6	31.2	36.1	42.8	42.8	39.4	37.9	25.0
OVER $500	153	24	14	12	14	29	22	20	18	91	61	64	42	24	22
	38.0	45.3	35.0	41.4	24.6	50.0	35.5	35.7	37.5	42.1	33.9	31.8	42.4	41.4	50.0
DON'T KNOW/NOT STATED	44	5	2	5	12	5	5	3	7	19	22	19	11	7	7
	10.9	9.4	5.0	17.2	21.0	8.6	8.1	5.4	14.6	8.8	12.2	9.5	11.1	12.1	15.9

HOW MUCH TO BE SPENT ON IMPROVING HOME ENERGY EFFICIENCY Q.17B
BASE: THOSE PLANNING TO SPEND MONEY
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	403	126	89	183	5	307	27	21	13	24	10	1
UNDER $100	48 11.9	18 14.3	12 13.5	17 9.3	1 20.0	35 11.4	1 3.7	1 4.8	3 23.1	5 20.8	3 30.0	-
$100 - $500	158 39.2	60 47.6	35 39.3	63 34.4	-	120 39.1	13 48.2	10 47.6	3 23.1	7 29.2	4 40.0	1 100.0
OVER $500	153 38.0	35 27.8	37 41.6	80 43.7	1 20.0	124 40.4	6 22.2	6 28.6	7 53.8	8 33.3	2 20.0	-
DON'T KNOW/NOT STATED	44 10.9	13 10.3	5 5.6	23 12.6	3 60.0	28 9.1	7 25.9	4 19.0	-	4 16.7	1 10.0	-

CONSUMER CONTACT - STUDY 8363-82

HOW MUCH TO BE SPENT ON IMPROVING HOME ENERGY EFFICIENCY Q.17B
BASE: THOSE PLANNING TO SPEND MONEY
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	403	349	54	-	12	25	94	136	87	49	26	197	60	118	2
UNDER $100	48 11.9	38 10.9	10 18.5	-	-	2 8.0	15 15.9	15 11.0	11 12.7	5 10.2	2 7.7	20 10.1	9 15.0	17 14.4	-
$100 - $500	158 39.2	136 39.0	22 40.8	-	5 41.7	7 28.0	39 41.5	66 48.5	32 36.8	9 18.4	9 34.6	74 37.6	21 35.0	54 45.8	-
OVER $500	153 38.0	143 41.0	10 18.5	-	7 58.3	11 44.0	28 29.8	45 33.1	39 44.8	23 46.9	14 53.9	75 38.1	23 38.3	40 33.9	1 50.0
DON'T KNOW/NOT STATED	44 10.9	32 9.1	12 22.2	-	-	5 20.0	12 12.8	10 7.4	5 5.7	12 24.5	1 3.8	28 14.2	7 11.7	7 5.9	1 50.0

CONSUMER CONTACT - STUDY 8363-82

HOW MUCH TO BE SPENT ON IMPROVING HOME ENERGY EFFICIENCY Q.17B
BASE: THOSE PLANNING TO SPEND MONEY
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	403	91	295	17	53	119	145	73	13	243	133	19	5	3
UNDER $100	48 11.9	11 12.1	35 11.9	2 11.8	7 13.2	20 16.8	12 8.3	9 12.3	-	28 11.5	18 13.5	1 5.3	1 20.0	-
$100 - $500	158 39.2	36 39.6	115 39.0	7 41.2	17 32.1	52 43.7	53 36.5	29 39.7	7 53.8	93 38.3	51 38.4	10 52.6	3 60.0	1 33.3
OVER $500	153 38.0	36 39.5	112 37.9	5 29.4	22 41.5	38 31.9	61 42.1	27 37.0	5 38.5	91 37.4	52 39.1	7 36.8	1 20.0	2 66.7
DON'T KNOW/NOT STATED	44 10.9	8 8.8	33 11.2	3 17.6	7 13.2	9 7.6	19 13.1	8 11.0	1 7.7	31 12.8	12 9.0	1 5.3	-	-

CONSUMER CONTACT - STUDY 8363-82

A WISE USER OF ENERGY IN THE HOME? Q.17C
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL RESPONDENTS	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
YES	1478 89.1	176 88.0	198 95.6	185 92.0	194 91.1	168 83.2	177 86.3	193 86.2	187 90.3	702 87.2	749 90.7	671 86.4	284 91.0	209 88.9	306 93.9
NO	146 8.8	14 7.0	8 3.9	12 6.0	13 6.1	30 14.8	25 12.2	27 12.1	17 8.2	84 10.5	61 7.4	89 11.4	22 7.0	20 8.5	15 4.6
DON'T KNOW	24 1.4	4 2.0	1 .5	4 2.0	6 2.8	2 1.0	3 1.5	2 .9	2 1.0	13 1.6	11 1.3	10 1.3	3 1.0	6 2.6	4 1.2
NOT APPLICABLE	10 .6	6 3.0	-	-	-	2 1.0	-	1 .4	1 .5	5 .6	5 .6	7 .9	3 1.0	-	-
NOT STATED	1 .1	-	-	-	-	-	-	1 .4	-	1 .1	-	-	-	-	1 .3

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CONSUMER CONTACT - STUDY 8363-82

'A WISE USER OF ENERGY IN THE HOME? Q.17C
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL RESPONDENTS	1659	527	420	655	57	898	82	138	70	430	30	11
YES	1478 89.1	473 89.8	369 87.8	590 90.1	46 80.7	805 89.7	72 87.8	126 91.3	64 91.4	375 87.2	28 93.3	8 72.7
NO	146 8.8	44 8.3	41 9.8	53 8.1	8 14.0	82 9.1	9 11.0	10 7.3	6 8.6	37 8.6	2 6.7	-
DON'T KNOW	24 1.4	4 .8	8 1.9	9 1.4	3 5.3	10 1.1	1 1.2	2 1.4	-	8 1.9	-	3 27.3
NOT APPLICABLE	10 .6	6 1.1	2 .5	2 .3	-	-	-	-	-	10 2.3	-	-
NOT STATED	1 .1	-	-	1 .1	-	1 .1	-	-	-	-	-	-

CONSUMER CONTACT - STUDY #363-82

A WISE USER OF ENERGY IN THE HOME? Q.17C
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL RESPONDENTS	1659	981	668	10	90	145	424	479	256	265	152	817	243	427	20
YES	1478 89.1	890 90.7	581 87.0	7 70.0	85 94.5	129 89.0	388 91.5	420 87.7	219 85.5	237 89.4	129 84.9	734 89.9	221 91.0	376 88.0	18 90.0
NO	146 8.8	82 8.4	63 9.4	1 10.0	3 3.3	13 9.0	28 6.6	52 10.9	32 12.5	18 6.8	16 10.5	68 8.3	18 7.4	43 10.1	1 5.0
DON'T KNOW	24 1.4	8 .8	14 2.1	2 20.0	1 1.1	3 2.0	4 1.0	4 .8	3 1.2	9 3.4	4 2.6	11 1.3	3 1.2	5 1.2	1 5.0
NOT APPLICABLE	10 .6	-	10 1.5	-	1 1.1	-	4 .9	3 .6	1 .4	1 .4	3 2.0	3 .4	1 .4	3 .7	-
NOT STATED	1 .1	1 .1	-	-	-	-	-	-	1 .4	-	-	1 .1	-	-	-

A WISE USER OF ENERGY IN THE HOME? Q.17C
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL RESPONDENTS	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
YES	1478	278	1139	61	243	489	489	215	42	821	556	76	15	10
	89.1	86.6	90.1	82.4	90.7	89.9	89.2	86.7	82.3	90.2	88.7	80.0	93.8	90.9
NO	146	37	101	8	22	42	49	27	6	78	52	15	1	-
	8.8	11.5	8.0	10.8	8.2	7.7	9.0	10.9	11.8	8.6	8.3	15.8	6.2	
DON'T KNOW	24	4	16	4	-	9	9	3	3	8	13	2	-	1
	1.4	1.3	1.3	5.4		1.7	1.6	1.2	5.9	.9	2.1	2.1		9.1
NOT APPLICABLE	10	1	8	1	3	4	1	2	-	3	5	2	-	-
	.6	.3	.6	1.4	1.1	.7	.2	.8		.3	.8	2.1		
NOT STATED	1	1	-	-	-	-	-	1	-	-	1	-	-	-
	.1	.3						.4			.1			

0236

CHANGE IN HOUSEHOLD INCOME OVER PAST YEAR
BASE: ALL RESPONDENTS
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	1659	200	207	201	213	202	205	224	207	805	826	777	312	235	326
IN RELATION TO 1980'S IT HAS...															
INCREASED	841	106	95	92	111	106	117	121	93	440	387	439	173	115	112
	50.7	53.0	45.9	45.8	52.1	52.5	57.1	54.0	44.9	54.6	46.9	56.5	55.4	48.9	34.4
DECREASED	231	33	32	20	24	33	27	27	35	107	119	107	42	30	50
	13.9	16.5	15.5	9.9	11.3	16.3	13.2	12.1	16.9	13.3	14.4	13.8	13.5	12.8	15.3
STAYED THE SAME	522	55	74	76	58	60	58	70	71	230	287	201	93	80	148
	31.5	27.5	35.7	37.8	27.2	29.7	28.3	31.2	34.3	28.6	34.7	25.9	29.8	34.0	45.4
DON'T KNOW/NOT STATED	65	6	6	13	20	3	3	6	8	28	33	30	4	10	16
	3.9	3.0	2.9	6.5	9.4	1.5	1.4	2.7	3.9	3.5	4.0	3.8	1.3	4.3	4.9

CONSUMER CONTACT - STUDY #363-82

CHANGE IN HOUSEHOLD INCOME OVER PAST YEAR
BASE: ALL RESPONDENTS
BY AGE AND TYPE OF HOME

	TOTAL	AGE OF HOME				TYPE OF HOME						
		LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	1659	527	420	655	57	898	82	138	70	430	30	11
IN RELATION TO 1980'S IT HAS...												
INCREASED	841 50.7	280 53.1	221 52.6	317 48.4	23 40.3	448 49.9	48 58.5	76 55.1	39 55.7	215 50.0	14 46.7	1 9.1
DECREASED	231 13.9	68 12.9	45 10.7	111 16.9	7 12.3	120 13.4	13 15.9	9 6.5	11 15.7	72 16.7	6 20.0	-
STAYED THE SAME	522 31.5	156 29.6	141 33.6	207 31.6	18 31.6	302 33.6	20 24.4	47 34.1	18 25.7	119 27.7	10 33.3	6 54.5
DON'T KNOW/NOT STATED	65 3.9	23 4.4	13 3.1	20 3.1	9 15.8	28 3.1	1 1.2	6 4.3	2 2.9	24 5.6	-	4 36.4

CONSUMER CONTACT - STUDY #363-82

CHANGE IN HOUSEHOLD INCOME OVER PAST YEAR
BASE: ALL RESPONDENTS
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	1659	961	668	10	90	145	424	479	256	265	152	817	243	427	20
IN RELATION TO 1980'S IT HAS...															
INCREASED	841	502	335	4	37	55	185	312	171	81	57	396	121	264	3
	50.7	51.2	50.2	40.0	41.1	37.9	43.6	65.2	66.8	30.6	37.5	48.5	49.8	61.8	15.0
DECREASED	231	121	110	-	13	20	80	58	18	42	30	117	38	43	3
	13.9	12.3	16.5		14.5	13.8	18.9	12.1	7.0	15.8	19.7	14.3	15.6	10.1	15.0
STAYED THE SAME	522	326	192	4	38	68	155	105	66	90	58	278	77	104	5
	31.5	33.2	28.7	40.0	42.2	46.9	36.6	21.9	25.8	34.0	38.2	34.0	31.7	24.4	25.0
DON'T KNOW/NOT STATED	65	32	31	2	2	2	4	4	1	52	7	26	7	16	9
	3.9	3.3	4.6	20.0	2.2	1.4	.9	.8	.4	19.6	4.6	3.2	2.9	3.7	45.0

0239

CHANGE IN HOUSEHOLD INCOME OVER PAST YEAR
BASE: ALL RESPONDENTS
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	1659	321	1264	74	268	544	548	248	51	910	627	95	16	11
IN RELATION TO 1980'S IT HAS...														
INCREASED	841	197	608	36	125	274	290	128	24	477	304	49	8	3
	50.7	61.4	48.1	48.6	46.7	50.3	52.9	51.6	47.0	52.4	48.5	51.6	50.0	27.3
DECREASED	231	42	178	11	33	82	74	32	10	116	97	16	-	2
	13.9	13.1	14.1	14.9	12.3	15.1	13.5	12.9	19.6	12.8	15.5	16.8		18.2
STAYED THE SAME	522	78	422	22	93	168	165	80	16	284	199	28	5	6
	31.5	24.3	33.4	29.7	34.7	30.9	30.1	32.3	31.4	31.2	31.7	29.5	31.3	54.5
DON'T KNOW/NOT STATED	65	4	56	5	17	20	19	8	1	33	27	2	3	-
	3.9	1.2	4.4	6.8	6.3	3.7	3.5	3.2	2.0	3.6	4.3	2.1	18.7	

CONSUMER CONTACT - STUDY #363-82

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.238
BASE: THOSE WHOSE INCOME HAVE INCREASED
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	841	106	95	92	111	106	117	121	93	440	387	439	173	115	112
BY...LESS THAN 3%	40 4.8	4 3.8	5 5.3	7 7.6	6 5.4	3 2.8	5 4.3	7 5.8	3 3.2	20 4.6	18 4.7	12 2.7	6 3.5	7 6.1	15 13.4
3 TO 7%	156 18.5	17 16.0	22 23.2	15 16.3	17 15.3	22 20.8	26 22.2	20 16.5	17 18.3	67 15.2	86 22.2	71 16.2	33 19.1	16 13.9	36 32.1
8 TO 12%	332 39.5	52 49.0	44 46.3	40 43.5	53 47.8	42 39.6	38 32.5	37 30.6	26 28.0	185 42.0	143 37.0	172 39.2	74 42.8	51 44.4	35 31.3
13 TO 17%	103 12.2	9 8.5	8 8.4	9 9.8	17 15.3	12 11.3	16 13.7	18 14.9	14 15.1	54 12.3	47 12.1	63 14.4	23 13.3	9 7.8	8 7.1
18 TO 22%	48 5.7	4 3.8	4 4.2	4 4.3	2 1.8	8 7.6	4 3.4	12 9.9	10 10.7	37 8.4	10 2.6	35 8.0	6 3.4	6 5.2	1 .9
MORE THAN 22%	83 9.9	7 6.6	9 9.5	6 6.5	7 6.3	12 11.3	12 10.2	21 17.4	9 9.7	53 12.0	29 7.5	52 11.8	19 11.0	10 8.7	2 1.8
DON'T KNOW/ NOT REPORTED	79 9.4	13 12.3	3 3.1	11 12.0	9 8.1	7 6.6	16 13.7	6 4.9	14 15.0	24 5.5	54 13.9	34 7.7	12 6.9	16 13.9	15 13.4
** MEAN	11.50	10.78	10.71	10.54	10.75	11.88	11.29	13.21	12.48	12.26	10.59	12.45	11.53	11.20	7.73
** STANDARD DEVIATION	6.35	5.51	6.11	5.85	5.38	6.50	6.52	7.30	6.66	6.54	5.97	6.46	6.25	6.18	4.66
** STANDARD ERROR	.23	.57	.63	.65	.53	.65	.64	.68	.74	.32	.32	.32	.49	.62	.47

** 'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

0241

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.23B
BASE: THOSE WHOSE INCOME HAVE INCREASED
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	841	280	221	317	23	448	48	76	39	215	14	1
BY...LESS THAN 3%	40	8	12	20	-	21	1	5	2	11	-	-
	4.8	2.9	5.4	6.3		4.7	2.1	6.6	5.1	5.1		
3 TO 7%	156	49	37	66	4	86	6	13	7	38	5	1
	18.5	17.5	16.7	20.8	17.4	19.2	12.5	17.1	18.0	17.7	35.7	100.0
8 TO 12%	332	112	88	122	10	184	21	28	12	81	6	-
	39.5	40.0	39.8	38.5	43.5	41.1	43.8	36.8	30.8	37.7	42.9	
13 TO 17%	103	42	26	33	2	58	5	7	5	28	-	-
	12.2	15.0	11.8	10.4	8.7	12.9	10.4	9.2	12.8	13.0		
18 TO 22%	48	19	13	15	1	27	4	4	1	12	-	-
	5.7	6.8	5.9	4.8	4.4	6.0	8.3	5.3	2.6	5.6		
MORE THAN 22%	83	34	21	27	1	30	8	13	10	21	1	-
	9.9	12.1	9.5	8.5	4.3	6.7	16.7	17.1	25.6	9.8	7.1	
DON'T KNOW/ NOT REPORTED	79	16	24	34	5	42	3	6	2	24	2	-
	9.4	5.7	10.9	10.7	21.7	9.4	6.2	7.9	5.1	11.1	14.3	
** MEAN	11.50	12.28	11.49	10.81	10.83	11.01	13.27	12.36	13.62	11.55	9.17	5.00
** STANDARD DEVIATION	6.35	6.43	6.34	6.27	5.07	5.87	6.75	7.32	7.87	6.40	5.33	-
** STANDARD ERROR	.23	.39	.45	.37	1.19	.29	1.00	.87	1.29	.46	1.53	-

** 'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

0242

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.23B
BASE: THOSE WHOSE INCOME HAVE INCREASED
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	841	502	335	4	37	55	185	312	171	81	57	396	121	264	3
BY...LESS THAN 3%	40	23	17	-	9	7	10	8	4	2	6	22	6	5	1
	4.8	4.6	5.1		24.4	12.7	5.4	2.6	2.3	2.5	10.5	5.6	5.0	1.9	33.3
3 TO 7%	156	98	57	1	8	14	48	46	23	17	13	79	23	41	-
	18.5	19.5	17.0	25.0	21.6	25.5	25.9	14.7	13.4	21.0	22.8	19.9	19.0	15.5	
8 TO 12%	332	207	124	1	4	19	78	135	74	22	22	160	55	95	-
	39.5	41.2	37.0	25.0	10.8	34.5	42.2	43.3	43.3	27.2	38.6	40.4	45.5	36.0	
13 TO 17%	103	57	45	1	1	4	20	48	22	8	-	46	13	44	-
	12.2	11.3	13.4	25.0	2.7	7.3	10.8	15.4	12.9	9.9		11.6	10.7	16.7	
18 TO 22%	48	30	18	-	1	1	2	22	20	2	2	19	5	22	-
	5.7	6.0	5.4		2.7	1.8	1.1	7.0	11.7	2.4	3.5	4.8	4.1	8.3	
MORE THAN 22%	83	43	39	1	3	6	15	33	21	5	7	28	9	39	-
	9.9	8.6	11.7	25.0	8.1	10.9	8.1	10.6	12.3	6.2	12.3	7.1	7.4	14.8	
DON'T KNOW/ NOT REPORTED	79	44	35	-	11	4	12	20	7	25	7	42	10	18	2
	9.4	8.8	10.4		29.7	7.3	6.5	6.4	4.1	30.8	12.3	10.6	8.3	6.8	66.7
## MEAN	11.50	11.21	11.90	13.75	8.00	9.88	10.14	12.26	12.91	10.61	10.24	10.76	10.78	13.17	2.00
## STANDARD DEVIATION	6.35	6.16	6.61	7.39	7.52	6.78	5.85	6.14	6.40	6.05	7.04	5.94	5.81	6.67	-
## STANDARD ERROR	.23	.28	.38	3.69	1.47	.95	.44	.35	.50	.80	.99	.31	.55	.42	-

'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

0243

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.23B
BASE: THOSE WHOSE INCOME HAVE INCREASED
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

		GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
	TOTAL	IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	841	197	608	36	125	274	290	128	24	477	304	49	8	3
BY...LESS THAN 3%	40 4.8	4 2.0	32 5.3	4 11.1	10 8.0	11 4.0	11 3.8	6 4.7	2 8.3	26 5.5	11 3.6	2 4.1	1 12.5	-
3 TO 7%	156 18.5	21 10.7	129 21.2	6 16.7	30 24.0	57 20.8	46 15.9	18 14.1	5 20.8	92 19.3	53 17.4	9 18.4	1 12.5	1 33.3
8 TO 12%	332 39.5	82 41.6	242 39.8	8 22.2	38 30.4	110 40.2	128 44.1	52 40.6	4 16.7	178 37.3	125 41.1	27 55.1	2 25.0	-
13 TO 17%	103 12.2	31 15.7	69 11.3	3 8.3	17 13.6	35 12.8	31 10.7	14 10.9	6 25.0	61 12.8	35 11.5	4 8.1	3 37.5	-
18 TO 22%	48 5.7	19 9.7	29 4.8	-	4 3.2	14 5.1	16 5.5	13 10.2	1 4.2	25 5.2	23 7.6	-	-	-
MORE THAN 22%	83 9.9	34 17.3	40 6.6	9 25.0	9 7.2	22 8.0	33 11.4	16 12.5	3 12.5	46 9.6	31 10.2	5 10.2	1 12.5	-
DON'T KNOW/ NOT REPORTED	79 9.4	6 3.0	67 11.0	6 16.7	17 13.6	25 9.1	25 8.6	9 7.0	3 12.5	49 10.3	26 8.6	2 4.1	-	2 66.7
** MEAN	11.50	13.76	10.62	12.93	10.28	11.09	11.86	12.54	12.10	11.35	11.86	10.72	12.13	5.00
** STANDARD DEVIATION	6.35	6.63	5.87	8.66	6.25	6.03	6.36	6.68	7.18	6.40	6.35	5.75	6.63	-
** STANDARD ERROR	.23	.48	.25	1.58	.60	.38	.39	.61	1.56	.30	.38	.83	2.34	-

** 'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

0244

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.23B
BASE: THOSE WHOSE INCOME HAVE DECREASED
BY CITY, SEX AND AGE

		CITY								SEX		AGE			
	TOTAL	HALI-FAX	QUE. CITY	MONT-REAL	OTT-AWA	TORO-NTO	WINN-IPEG	CAL-GARY	VANC-OUVER	MALE	FE-MALE	UNDER 35	35-44	45-54	55 & OVER
TOTAL	231	33	32	20	24	33	27	27	35	107	119	107	42	30	50
BY...LESS THAN 3%	16 6.9	1 3.0	1 3.1	1 5.0	5 20.8	4 12.1	4 14.8	-	-	6 5.6	10 8.4	9 8.4	4 9.5	-	3 6.0
3 TO 7%	27 11.7	3 9.1	3 9.4	2 10.0	6 25.0	3 9.1	4 14.8	2 7.4	4 11.4	12 11.2	14 11.8	9 8.4	7 16.7	3 10.0	8 16.0
8 TO 12%	33 14.3	1 3.0	10 31.2	2 10.0	1 4.2	3 9.1	1 3.7	8 29.6	7 20.0	17 15.9	16 13.4	20 18.7	3 7.1	6 20.0	4 8.0
13 TO 17%	21 9.1	3 9.1	3 9.4	2 10.0	2 8.3	2 6.1	5 18.5	2 7.4	2 5.7	14 13.1	5 4.2	8 7.5	5 11.9	3 10.0	5 10.0
18 TO 22%	16 6.9	2 6.1	-	2 10.0	-	5 15.2	3 11.1	-	4 11.4	8 7.5	8 6.7	7 6.5	1 2.4	4 13.3	4 8.0
MORE THAN 22%	68 29.4	7 21.2	11 34.4	9 45.0	1 4.2	8 24.2	7 26.0	13 48.2	12 34.3	33 30.8	34 28.6	38 35.5	13 31.0	8 26.7	9 18.0
DON'T KNOW/ NOT REPORTED	50 21.7	16 48.5	4 12.5	2 10.0	9 37.5	8 24.2	3 11.1	2 7.4	6 17.2	17 15.9	32 26.9	16 15.0	9 21.4	6 20.0	17 34.0
** MEAN	15.65	16.88	15.61	18.17	7.00	15.32	14.50	17.80	17.24	15.97	15.34	16.19	14.94	16.67	14.12
** STANDARD DEVIATION	8.58	8.34	8.03	8.11	6.37	8.68	8.82	7.75	7.72	8.19	9.02	8.61	9.17	7.30	8.49
** STANDARD ERROR	.63	2.02	1.51	1.91	1.64	1.77	1.80	1.55	1.43	.86	.96	.90	1.59	1.49	1.47

** 'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.23B
BASE: THOSE WHOSE INCOME HAVE DECREASED
BY AGE AND TYPE OF HOME

		AGE OF HOME				TYPE OF HOME						
	TOTAL	LESS THAN 11YRS	11-20 YRS	21YRS AND OVER	DON'T KNOW/ REFUSD	SINGL DET HOUSE	SEMI -DET	2/3/4 PLEX	ROW HOUSE	FLAT OR APTMT	ALL OTHER	REFUSD
TOTAL	231	68	45	111	7	120	13	9	11	72	6	-
BY...LESS THAN 3%	16	6	4	5	1	7	1	-	1	6	1	-
	6.9	8.8	8.9	4.5	14.3	5.8	7.7		9.1	8.3	16.7	
3 TO 7%	27	7	4	15	1	13	3	2	1	8	-	-
	11.7	10.3	8.9	13.5	14.3	10.8	23.1	22.2	9.1	11.1		
8 TO 12%	33	7	10	16	-	20	1	1	4	7	-	-
	14.3	10.3	22.2	14.4		16.7	7.7	11.1	36.3	9.7		
13 TO 17%	21	6	2	13	-	15	1	-	-	5	-	-
	9.1	8.8	4.4	11.7		12.5	7.7			7.0		
18 TO 22%	16	5	3	8	-	8	2	1	1	4	-	-
	6.9	7.4	6.7	7.2		6.7	15.4	11.1	9.1	5.6		
MORE THAN 22%	68	22	16	29	1	30	1	5	2	26	4	-
	29.4	32.4	35.6	26.2	14.3	25.0	7.7	55.6	18.2	36.1	66.7	
DON'T KNOW/ NOT REPORTED	50	15	6	25	4	27	4	-	2	16	1	-
	21.7	22.0	13.3	22.5	57.1	22.5	30.7		18.2	22.2	16.6	
## MEAN	15.65	16.17	15.85	15.41	10.67	15.20	11.69	18.33	13.00	16.55	20.40	-
## STANDARD DEVIATION	8.58	8.83	8.72	8.22	10.20	8.15	7.86	8.50	7.87	9.02	9.20	-
## STANDARD ERROR	.63	1.21	1.39	.88	5.89	.84	2.62	2.83	2.62	1.20	4.11	-

'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.23B
BASE: THOSE WHOSE INCOME HAVE DECREASED
BY OWNERSHIP STATUS OF HOME, HOUSEHOLD INCOME AND LEVEL OF EDUCATION COMPLETED

		STATUS			HOUSEHOLD INCOME						EDUCATION COMPLETED				
	TOTAL	OWN	RENT	REF-USED	UNDR $10M	$10M-14.9	$15M-24.9	$25M-39.9	$40M& OVER	REF-USED	ELEME-NTARY	SECON-DARY	COLLG/CEGEP	UNIVE-RSITY	REF-USED
TOTAL	231	121	110	-	13	20	80	58	18	42	30	117	38	43	3
BY...LESS THAN 3%	16	9	7	-	1	1	7	6	-	1	1	9	5	1	-
	6.9	7.4	6.4		7.7	5.0	8.8	10.4		2.4	3.3	7.7	13.2	2.3	
3 TO 7%	27	14	13	-	1	3	12	6	2	3	2	16	5	4	-
	11.7	11.6	11.8		7.7	15.0	15.0	10.4	11.1	7.1	6.7	13.7	13.2	9.3	
8 TO 12%	33	18	15	-	2	1	14	8	5	3	3	15	8	7	-
	14.3	14.9	13.6		15.4	5.0	17.5	13.8	27.8	7.1	10.0	12.8	21.0	16.3	
13 TO 17%	21	13	8	-	1	-	8	10	1	1	4	8	2	7	-
	9.1	10.7	7.3		7.7		10.0	17.2	5.5	2.4	13.3	6.8	5.3	16.3	
18 TO 22%	16	10	6	-	2	2	2	6	3	1	2	9	3	2	-
	6.9	8.3	5.4		15.4	10.0	2.5	10.3	16.7	2.4	6.7	7.7	7.9	4.7	
MORE THAN 22%	68	27	41	-	5	11	21	13	7	11	7	34	10	17	-
	29.4	22.3	37.3		38.4	55.0	26.2	22.4	38.9	26.2	23.3	29.1	26.3	39.5	
DON'T KNOW/ NOT REPORTED	50	30	20	-	1	2	16	9	-	22	11	26	5	5	3
	21.7	24.8	18.2		7.7	10.0	20.0	15.5		52.4	36.7	22.2	13.1	11.6	100.0
** MEAN	15.65	14.70	16.60	-	17.25	19.00	14.05	14.63	17.22	17.85	16.68	15.36	13.79	17.42	-
** STANDARD DEVIATION	8.58	8.33	8.74	-	8.20	8.67	8.67	8.15	7.49	8.67	7.75	8.84	8.82	7.73	-
** STANDARD ERROR	.63	.87	.92	-	2.36	2.04	1.08	1.16	1.76	1.94	1.77	.92	1.53	1.25	-

** 'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

0247

PERCENTAGE OF INCOME INCREASED/DECREASED IN PAST YEAR Q.238
BASE: THOSE WHOSE INCOME HAVE DECREASED
BY ATTITUDE TO PRICE OF GASOLINE INCREASE, SERIOUSNESS OF ENERGY SHORTAGE AND IMPORTANCE OF CONSERVING ENERGY.

	TOTAL	GASOLINE PRICE INCREASE			SERIOUSNESS OF ENERGY SHORTAGE					CONSERVATION IMPORTANCE				
		IN FAVOUR	OP-POSED	DON'T KNOW	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.	VERY	SOME WHAT	NOT TOO	NOT AT ALL	D.K./ NOT APPL.
TOTAL	231	42	178	11	33	82	74	32	10	116	97	16	-	2
BY...LESS THAN 3%	16 6.9	4 9.5	12 6.7	-	4 12.1	4 4.9	6 8.1	1 3.1	1 10.0	9 7.8	4 4.1	3 18.8	-	-
3 TO 7%	27 11.7	4 9.5	21 11.8	2 18.2	1 3.0	13 15.9	9 12.2	4 12.5	-	14 12.1	11 11.4	2 12.5	-	-
8 TO 12%	33 14.3	6 14.3	24 13.5	3 27.3	5 15.2	14 17.1	10 13.5	4 12.5	-	17 14.6	14 14.4	2 12.5	-	-
13 TO 17%	21 9.1	2 4.8	16 9.0	3 27.2	3 9.1	6 7.3	5 6.8	6 18.8	1 10.0	10 8.6	9 9.3	2 12.5	-	-
18 TO 22%	16 6.9	7 16.7	8 4.5	1 9.1	4 12.1	2 2.4	7 9.4	1 3.1	2 20.0	9 7.7	6 6.2	1 6.3	-	-
MORE THAN 22%	68 29.4	15 35.7	52 29.2	1 9.1	7 21.2	31 37.8	17 23.0	10 31.3	3 30.0	35 30.2	30 30.9	3 18.7	-	-
DON'T KNOW/ NOT REPORTED	50 21.7	4 9.5	45 25.3	1 9.1	9 27.3	12 14.6	20 27.0	6 18.7	3 30.0	22 19.0	23 23.7	3 18.7	-	2 100.0
** MEAN	15.65	16.66	15.56	13.00	15.13	15.97	14.76	16.23	18.86	15.56	16.32	12.38	-	-
** STANDARD DEVIATION	8.58	8.57	8.70	6.00	8.40	8.79	8.64	7.97	7.69	8.66	8.34	8.74	-	-
** STANDARD ERROR	.63	1.39	.75	1.89	1.71	1.05	1.17	1.56	2.90	.89	.97	2.42	-	-

** 'DON'T KNOW/NOT STATED' ARE EXCLUDED FROM CALCULATIONS.

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A SURVEY OF THE CANADIAN PUBLIC'S ATTITUDES TOWARDS THE ENERGY SITUATION

- VOLUME II -

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Presented To:

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Consumer and Corporate Affairs Canada

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The views presented in this paper are those of the authors and do not necessarily reflect the views or positions of the Department of C.C.A.

PREFACE

Since 1975 annual surveys have been conducted of the Canadian public's attitudes towards the energy situation. In 1979 major changes in both the questionnaire and sampling procedures were instituted. Details concerning the previous studies and changes are contained in the technical appendix accompanying this report and in the following reports:

1. "A Study of the Canadian Public's Attitudes Toward the Energy Situation in Canada", Wave I-IV, Department of Energy, Mines and Resources, 1975-1978.

2. "Analysis of the Energy Situation Attitudes Survey", Final Report, Consumer Research and Evaluation Branch, Consumer and Corporate Affairs, January, 1979.

3. "A Survey of the Public's Attitudes Toward the Energy Situation", Volume I, Energy, Mines and Resources, May, 1979.

4. "A Survey of the Canadian Public's Attitudes Toward the Energy Situation", Volume II, Consumer Research and Evaluation Branch, Consumer and Corporate Affairs Canada, June 1979.

5. "A Survey of the Public's Attitudes Toward the Energy Situation", Volume I, Consumer Research and Evaluation Branch, Consumer and Corporate Affairs Canada, May 1980.

6. "A Survey of the Canadian Public's Attitudes Toward the Energy Situation", Volume II and Technical Appendix, Consumer and Corporate Affairs Canada, June 1980.

7. "A Survey of the Public's Attitudes Toward the Energy Situation", Volume I, Consumer and Corporate Affairs Canada, May 1981.

8. "A Survey of the Canadian Public's Attitudes Toward the Energy Situation," Volume II and Technical Appendix, Consumer and Corporate Affairs Canada, June 1981.

9. "A Survey of the Public's Attitudes Toward the Energy Situation", Volume I, Consumer and Corporate Affairs, Canada, June 1982.

A summary report covering the first six years entitled Energy: Canadians' Attitudes and Reactions (1975-1980) has been published by Consumer and Corporate Affairs Canada.

The objective of this report is to provide further analysis of the data presented in Volume I (1982) and to provide a number of linkages across all eight years in which the surveys have been conducted.

Dr. Gerald Keller
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Waterloo, Ontario
August 1982

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EXECUTIVE SUMMARY

The analysis of the 1982 survey of the Canadian public's attitudes towards the energy situation has lead to the following conclusions:

- The problems that concern virtually every Canadian are economic ones - inflation, unemployment and interest rates. Concern over energy continues to decline.

- Higher energy prices are influencing Canadians' actions. While they resent the way in which the energy situation has been managed, and fewer support government conservation programs, more Canadians are reporting taking conservation actions, one-quarter plan to invest in improving the energy efficiency of their home, and nine in ten feel home insulation is a good investment.

- Awareness and participation in two federal conservation programs - CHIP and COSP - is high, but the ENER$AVE program has not received this level of participation.

- One third of the respondents feel that rising energy prices have caused them severe hardships. These people tend to have lower income and education levels.

- Heavy users of gasoline for private transportation have higher income and education levels. A smaller proportion of these heavy users state they would modify their driving behavior when compared to light and medium users.

The following recommendations result from the analysis and conclusions:

- With the increasing energy prices now having an effect on conservation behaviors, programs designed to highlight dollar savings from specific conservation activities are likely to be of interest to many people. For example, information on the dollar savings from an insulation investment (tied to a CHIP grant) would be the type of program recommended.

- Assuming that energy prices continue to increase, some consideration must be given to addressing the equity issue involved. It appears that energy prices are having the most dramatic effect on lower income households and they are curtailing energy consumption because of economic necessity. Further, the more well-to-do segments appear ready to continue their present energy consuming activities because they can afford to "buy" their way out of the situation. Specific efforts to achieve higher participation levels for CHIP grants among lower income households is recommended. These efforts could include information on CHIP and assistance in completing the forms and these efforts should be targeted at specific neighborhoods.

- Because private automobile usage constitutes the largest single demand for petroleum, more conservation programs should be considered for this area. Moreover, increasing gasoline prices are likely to effect the light user most, because heavy users can afford, because they have higher income levels, to maintain current driving practices. Special financial disincentives may be required to influence heavy users.

INTRODUCTION

Overview

Based on a survey of approximately 1,600 male and female heads-of-households, Consumer Contact, a marketing research firm, has prepared a report on the Canadian public's attitudes towards the energy situation (Volume I). This report (Volume II) presents additional analysis of the 1982 data and draws some comparisons with the eight previous annual surveys conducted in this area. The major objective of this report is:

- To provide an understanding of the relationship between Canadians' knowledge, attitudes, behaviors, and program support with respect to the energy situation.

Technical Issues

A number of technical issues dealing with the sampling procedures, the questionnaire comparability over the eight years, the method used to calculate the indices, and detailed results are contained in the technical appendix. For those interested, the appendix is available from Consumer and Corporate Affairs Canada.

Report Sequence

The report contains three major sections:

- Trends: 1975 to 1982
- Further Analysis: 1982 Survey
- Conclusions and Implications

TRENDS: 1975 to 1982

This section presents comparable findings between 1975 and 1982. Comparisons across the years by question is reported, followed by a discussion of the relationships between selected questions.

Attitudes

The "energy" issue is no longer considered important in the view of the vast majority of Canadians. In 1980 and 1981 when respondents were asked about "the problems we ... Canadians ... should be most concerned about" approximately 1 in 5 Canadians mentioned energy. In 1982 only 1 in 20 Canadians (6 percent) mentioned energy, a dramatic decline which probably reflects current economic conditions (Table 1).

Canadians are now concerned with the "big three" issues - unemployment, inflation, and interest rates - and energy is not an issue people perceive as serious (Table 2). While the cost of energy is still regarded as very or somewhat serious by 82 percent of those questioned, 19 of every 20 people surveyed feel that the "big three" are the serious issues in Canada today. Energy shortage, as an issue, has continued to decline and is now at its lowest level since 1975.

Considering the information presented in Tables 1 and 2, the economic situation in Canada is clearly of concern to most Canadians. While the cost of energy is mentioned by the majority as serious, the more general issue of inflation is mentioned by a greater number of people. Further, the unemployment issue recorded the largest increase, up from 80 percent in 1981 to 96 percent in 1982. In summary, whereas in past years there were a sizeable minority of people who considered energy as

an issue of some concern, this group has dwindled considerably. Now, energy has been replaced by other concerns and it appears unlikely that these attitudes will change unless or until the economic situation improves. Even the energy issue may not regain its perceived importance unless some dramatic event occurs (e.g. - an oil embargo).

The perceived seriousness of the possibility of shortages for the four main types of energy declined in 1982 (Table 3). Both heating oil and gasoline showed the largest declines in any year since the survey has been conducted and both are at their lowest levels of the past eight years. The possibility of electricity or natural gas shortages continued to remain at relatively low levels. This downward trend in possible energy shortages for specific fuels has now occured for two years. In summary, approximately the same proportion of respondents in 1982 are concerned about the cost of energy as in previous years but the proportion that are concerned about general and specific fuel shortages has declined substantially.

As in previous years, the importance of individual efforts to conserve energy continues to be considered "very or somewhat important" by the vast majority of Canadians (Table 4). Most of the Canadian public appears to have accepted the idea that individual efforts to conserve are important and acceptance has remained high - around the 90 percent level - over the eight year period.

Attitudes have also been measured through a series of questions which tap specific aspects of the energy situation (Table 5). Overall, attitudes towards the energy situation have changed considerably from 1980, the year in which people were most concerned about energy and

only one-third could be considered hostile (e.g. - the energy crisis is a hoax). In 1981, Canadians tended to be slightly more hostile or cycnical towards the "energy crisis" and less receptive to the idea that energy could or should be conserved. As well two new questions introduced in 1981 revealed that about two-thirds of the public think that a major change in our lifestyles is required to solve the energy situation and that oil companies have been profiting unfairly during this situation.

In 1982, the cynicism and hostility continued to increase as evidenced by the following results:

- 50 percent agreed that the energy crisis was a hoax (versus 37 percent in both 1979 and 1980),
- 35 percent resent utilities and governments asking them to save more energy (versus 27 percent in 1980),
- 33 percent agrees that business and government should be doing the energy saving, not consumers (versus 27 percent in 1980).

Finally, 33 percent agreed that the high cost of energy had caused them severe hardships (a new question in 1982). These attitudes, combined with the general decline in interest and other positive attitudes towards selected aspects of energy, indicate that more Canadians resent the way in which the energy situation has been managed in Canada and are unhappy with both business and government The most positive note is that 9 out of 10 people feel that spending money on home insulation is a good investment.

Another attitude measure which has been taken for the past four years has been the perceived increase in the cost of energy (Table 6). Over the four years two things have happened. First, respondents think

fuel prices are rising more rapidly each year (for example, gasoline was seen as increasing 30 percent in the last year) and second, the difference between the four fuels in terms of the rate of increase is becoming more pronounced each year (for example, gasoline up 30 percent, electricity up 19 percent). Every fuel was seen as rising in price considerably faster than the Consumer Price Index. Overall, as was concluded for the past two years, these results suggest a greater sensitivity and awareness by the consumer to the cost of each fuel type and could be a further expression of their increased concern with energy prices.

The final attitude measure dealt with the topic of increasing gasoline prices (Table 7). In 1981 when the question was first asked, 30 percent of respondents were in favor or increasing gasoline prices to world levels ($2.50 per gallon on 55¢ per litre) within the next two years. In 1982, the respondents were asked if they were in favor of increasing gasoline prices to 75 percent of world levels within one year ($2.50 per gallon or 55¢ per litre) and only 20 percent agreed. While the questions differed, the net effect in terms of prices paid was the same and they could be regarded as equivalent questions. Therefore, it could be concluded that support for increasing gasoline prices 55¢ a litre by 1983 has dropped by one-third over the last year. This drop in support is consistent with the earlier results which showed a growing hostility over the management of the energy situation in Canada and the perception that energy prices have increased considerably in the last year. It seems reasonable to conclude that for the vast majority of respondents, their attitude towards further energy price increases could be captured in the phrase "enough is enough".

If gasoline prices were increased, approximately one-half of the respondents would change their car purchase and driving patterns, results that were similar to 1981. Further analysis in a later section will detail the characteristics of these respondents.

Self-Reported Energy Conserving Behaviors

As noted in Table 8 the questions on self-reported energy conserving behaviors were changed in 1979 and modified in 1980. This change precludes direct comparisons to previous years. The results for 1980 and subsequent years suggest the maximum level of participation for each behavior.

Whereas in 1981 Canadians appeared to be reducing their conservation activity level, in 1982 this trend was reversed and activity levels were comparable to 1980. Considering the home related conservation behaviors, 8 of the 9 behaviors increased between 1981 and 1982 (e.g. - installed weatherstripping and caulking increased from 65 to 76 percent). The transportation related behaviors were relatively stable between 1981 and 1982 with the exception of "driving less", which 59 percent of respondents reported doing in 1982 - the highest percentage in the eight years in which the survey has been conducted. Information seeking levels are relatively high with two-thirds of the respondents obtaining literature on how to save energy and about one-half who talked to friends or neighbours about how to save energy.

In summary, the self-reported conservation behaviors have increased slightly in 1982, relative to 1981. While hostility and cynicism towards the energy situation has increased, this has not adversely affected re-

reported conservation behaviors. It would appear that perceived and/or actual price increases in all energy forms have become a more important influence in 1982. People may be unhappy about the energy situation but every rising prices are probably a stronger motivating force for conservation than negative attitudes against the "energy situation".

In spite of the fact that respondents reported home related conservation activity levels increased between 1981 and 1982, their perception of the amount of energy they used for electricity and home heating fuel did not change between the two years (Table 9). More respondents did report using less gasoline (47 percent in 1982, 41 percent in 1981).

Self-Reported Activities Related to Federal Government Programs

In 1982 the level of awareness and participation in three government programs was measured (Table 10). Thirty-seven percent of respondents had heard of the ENER$AVE program and 9 percent reported participating in the program. In contrast, almost three-quarters of the respondents had heard of CHIP and 15 percent reported receiving a government grant. Further, of those individuals whose homes were heated with oil, 35 percent had heard of COSP and of those who have recently switched from oil to another fuel, 27 percent reported receiving a COSP grant. The level of awareness of CHIP by any standards is extremely high and considering the newness of the COSP program, the one-third awareness level is also very good. The low level of awareness for ENER$AVE should be of concern to those administering the program. A later section of the report will provide further details on these programs (e.g. - demographic characteristics of users).

Support for Possible Government Conservation Measures

Since 1979 a series of questions focused on support for various government conservation measures and programs (Table 11). Generally, the proportion of respondents supporting all types of programs increased in 1980 over 1979 but across the board, support for possible government conservation measures declined in 1981. This decline contined in 1982 as a lower percentage of respondents supported programs that suggested energy price increases on regulations governing energy use. This reduction in program support seems to be a result of the high energy prices and the high hostility level.

Attitudes and Demographics

For each of the seven years, the relationships between two attitude variables, "perceived seriousness of energy shortage" and "importance of individual efforts to conserve energy" and three demographic variables (sex, language, and income) were analyzed to determine if any demographic profile existed. As reported in Table 12, an "energy concerned" Canadian could be described in <u>some</u> years as female, and lower income. In 1982, the "energy concerned" could be described as female, English, and lower income. However, considering both attitude measures, it is reasonable to conclude that attitudes towards energy, particularly the "importance of individual efforts" are not consistently related to demographic characteristics. In addition, the fact that fewer Canadians each year see an energy shortage as serious suggests that this attitude measure is somewhat less relevant in tapping energy concern.

Self-Reported Behaviors and Demographics

Four energy conserving behaviors (using less hot water, turning down the thermostat, driving less, and turning off lights) were also analyzed with respect to the demographics (Tables 13A and 13B). Again, as in previous years, the results support the general conclusion that no clear, consistent demographic profile of high or low participation in energy conserving behaviors can be established over the years. While differences do exist based on demographic characteristics, the differences do not occur in all years and are not consistent when they do occur. It is appropriate to suggest that considering both attitudes and behaviors, no demographic profile can be established.

Attitudes, Behaviors and Regions

In an attempt to determine what regional differences, if any, existed on a consistent basis, the two attitude and the four behavior measures were examined by region for all eight years the survey has been conducted. Each time a city was significantly above the average of all cities it received a score of one. The results (Table 14) reveal that residents of Halifax show the greatest degree of concern regarding the energy situation and they have consistently had the highest participation rate on energy conserving behaviors over the eight years. Toronto and Winnipeg residents could be described as being fairly concerned while residents of Vancouver, Calgary, Quebec City, and Montreal are the least concerned. These regional differences appear to reflect provincial pricing policies and possibly attitudinal differences based on culture.

Gas Price Increase and Demographics

As reported earlier, respondents were asked if they favored raising gasoline prices to world levels ($2.50 per gallon or 55¢ per litre) by 1983. Those who suggested the increase in both years (1981 and 1982) were male and had a higher education levels (Table 15). In 1982 they also tended to be younger and have higher income levels.

However, as in 1981, when respondents were asked if they would drive less, buy a smaller car, and/or use public transportation more if gasoline prices were increased - those who said they would take these actions tended to be females and have lower income levels. Those favoring increased prices - i.e. - males - would not alter their car purchase or driving patterns if the price increases did occur.

Conclusions

Based on the preceding analysis of the eight annual surveys the following conclusions can be stated:

- 1980 has proven to be the high point for concern about the energy issue. The last two years, and in particular 1982 saw a decline in concern and/or interest in the energy situation. Virtually all Canadians are now extremely concerned with the current economic situation - unemployment, inflation, and interest rates - and energy, particularly the shortage issue is considered far less important. However, there are now clear signs that energy pricing policies are having an effect on the actions and attitudes of Canadians. In 1982, they estimated that energy prices had risen faster than in any previous year (e.g. - gasoline prices up 30 percent) and, probably as a result of this, self-reported energy conserving activities increased. In particular, more people claimed to be driving less and using less gasoline. As a further indication of the energy price effect, 33 percent of the respondents stated that the high prices for energy had caused them severe hardships.

- Two other indicators of the effect of higher energy prices are that over 90 percent of the respondents agreed that spending money on home insulation is a good investment and 24 percent plan to spend money within the next 12 months to improve the energy efficiency of their home.

- In 1982, more Canadians expressed hostility and cynicism towards business and government concerning their handling of the energy situation. Now, one-half of the respondents think the "energy crisis" was a hoax and approximately 2 out of 3 respondents feel the oil companies have profited unfairly from the energy situation. Obviously many Canadians are unhappy with the management of the energy situation by business and government. In part, these attitudes are reflected in the decline in the support for possible government conservation programs. Specifically, support for price increase programs declined and now only 20 percent (as opposed to 30 percent in 1981) support increasing gasoline prices to $2.50 per gallon (55¢ per litre) by 1983.

- Awareness of the two main federal government grant programs was high (73 percent for CHIP and 35 percent of those who heated with oil for COSP). Awareness of the ENER$AVE program was to be 37 percent.

FURTHER ANALYSIS: 1982 SURVEY

Introduction

The first volume of this study (prepared by Consumer Contact) reported the general findings and provided a number of cross tabulations. The highlights of Volume I are presented in Table 16. This report provides further analysis of the 1982 data by creating a series of indices which measure knowledge, attitudes, program support, and self-reported behavior. The indices were created in order to facilitate the analysis, and are simply the average of between two and eighteen questions. These averages were then multiplied by 100 and then grouped into three categories (low, medium and high). This part of the analysis is described more fully in the technical appendix. The details concerning the sequence of this analysis and the method used to construct each index is

also presented in the technical appendix. An overview of the indices is provided in Table 17. The purpose of this analysis is to provide a better understanding of the relationships between four components concerning energy; knowledge, attitudes, program support, and self-reported behaviors.

Distribution by Index

Knowledge, as measured by three energy facts, has been virtually the same since 1980. Forty percent of the respondents in all three years were classified as high on the knowledge scale (Table 18).

With respect to the three attitude indices, more people moved to the high hostility category in 1982, fewer people felt strongly about a need to conserve energy, and the perceived seriousness of an energy shortage continued to decline (only 18 percent of the respondents were categorized as high in concern). These results again indicated the lowered interest levels in the energy issue and the increasing resentment/hostility that is taking place over the energy situation.

Both program support indices showed a decline in 1982. Again this is not surprising considering the preceding results. It is interesting to note that while the proportion of respondents who were highly supportive of price/tax increases fell 7 percent, about one in three people still support these increases.

The behavioral indices generally show that more people reported engaging in conservation actions relative to any previous year. In particular, a greater number of people are taking energy conserving actions in the home and turning down their thermostat.

In summary, while hostility levels increase and program support levels decline - a reflection of people's attitudes towards the energy situation and the governments' handling of same - more people are saying that they are taking energy conservation actions. Whereas in 1981 it was suggested that people seemed to be accepting energy price increases as part of inflation and reverting to energy consuming practices, in 1982 the effects of energy price increases appears to be taking hold. People don't like what is going on but the higher energy prices are influencing their conservation actions.

Relationship Between Knowledge and the Other Indices

In 1981 the relationship between knowledge and the other indices produced unexpected results. It was assumed that those who have a better understanding of the energy situation would support programs designed to encourage conservation. This did not prove to be the case. The results for 1982 (Table 19) are consistent with prior expectations. For example, knowledge is related to mandatory program support. Further knowledge is positively related to higher income and education levels (Table 22). While these 1982 results are closer to "reasoning" it would not be appropriate to suggest that programs designed to increase Canadians' knowledge of the energy situation would lead to more favorable attitudes or conservation practices. Knowledge of energy facts may improve consumers' perceptions of the energy situation but this link is tenuous.

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Relationship Between Attitudes and Other Indices

As shown in Table 20, for the past two years those high in hostility support mandatory programs. In 1980, those holding hostile attitudes did not support price tax increases. Again, conventional wisdom is not consistent with this result.

As in previous years, the "need to conserve energy" attitude is related in the expected direction to virtually all support for programs and energy conserving behavior. This now traditional attitude is the most critical component in terms of explaining behavior, program support or knowledge. However, those scoring high on this attitude can not be described in demographic terms as their profile changes from year to year. In 1982, the only demographic characteristic that was the same as previous years was that females perceive a strong need to conserve (Table 22).

The "perceived seriousness" attitude as in the past two years is positively related to support for programs and most of the energy conserving behaviors. This attitude plays a secondary role to the "need to conserve" attitude and, given the general trend over the years, the "perceived shortage" attitude is likely to decline in the future.

A relatively high degree of consistency was obtained when a "within index" analysis was conducted (Table 21). For attitudes, program support, and behaviors the relationships were in the predicted direction. That is, those supporting mandatory programs also support price/tax increase programs. Those adopting a large number of energy conserving behaviors also set their thermostats lower.

Automobile Ownership, Usage and Demographics

Because private transportation is an important component of oil demand in Canada additional analysis was conducted on the characteristics of households who owned one, two, or three or more automobiles. Car ownership is an important measure of energy usage - the more cars owned in a household, the higher the gasoline consumption. As shown in Table 23, of the car owning households, 57 percent owned one car, 32 percent owned two cars, and 11 percent owned three or more cars. What is extremely interesting is that multiple car households had, on average, larger cars (as measured by cylinders) than did single car households. For two car households, each car averaged 6.2 cylinders and for three car households, the average number of cylinders per car was 6.4. Similarly, the average number of days each car was driven to work or school (i.e. - used for commuting) was virtually the same, approximately 3.7 days per week. Thus, multiple car households do not practice any conservation activities when compared to single car households, in terms of either the size of their vehicles or the number of days commuting. Put in another way and assuming equal gasoline usage per car, 11 per cent of households do not own a car (and presumably use no gasoline), 50 percent of households own one car and consume 36 percent of gasoline, 29 percent of households (two car owners) consume 42 percent of gasoline and 11 percent of the households (3 car owners) consume 22 percent of gasoline. Clearly, multiple car households are heavy users of gasoline and offer targets for various conservation programs.

The demographic characteristics for each category of car ownership (none, one, two, three or more) are presented in Table 24. A clear demographic profile can be established for car ownership; as household

car ownership levels increase so does; family income, the percent owning their own home, the percent speaking English, the number of people residing in the home and the number of people in the household who work full-time. The forces which influence households to own car(s) are very straightforward and heavy users of gasoline can easily be identified through this type of demographic analysis.

Car ownership was related to attitudes toward conservation actions if gasoline prices were increased (Table 25). As car ownership increased, respondents were less likely to state that they would; drive less, buy a smaller car, or use public transit more. What is interesting is that heavy gasoline users appear to be far less willing to modify their behavior in the face of rising prices than are medium or light gasoline users. Assuming these attitudes reflected actual behavior, increases in gasoline prices will have the greatest conservation impact on moderate, not heavy users of gasoline.

Description of Severe Hardship Respondents

As mentioned earlier, a new question was added to the 1982 survey which identify those respondents who felt the high cost of energy had caused them severe hardships. One-third of the respondents felt it had. Table 26 provides a profile of these respondents, and as might be expected, they tend to have lower income and education levels. As well, they tend to be French-speaking and reside in the East (Montreal, Quebec City, Halifax). On average, they estimated higher energy costs in the last year than the remainder of the sample and they were more hostile. They also reported a higher level of conservation actions than did

the remainder of the sample. These results offer some insights as to the characteristics, attitudes, and behaviors of respondents who perceive high energy prices as causing them problems. In capsule form, they could be described as; primarly working class or poor in Eastern Canada, hostile about the situation, but reporting higher levels of conservation. It seems lear that the higher levels of conservation are due to economic circumstances, not choice.

Demographic Profile of ENER$AVE and CHIP Users

To determine who was being reached by two of the major government conservation programs, a demographic profile of users and participants in ENER$AVE and CHIP was determined (Table 27). Respondents who had heard of ENER$AVE tended to be "upscale", having higher income and education levels. They tended to be English-speaking and reside in Halifax, Ottawa, and Winnipeg. However, no demographic profile was evident for users of ENER$AVE. Respondents who had heard of CHIP resembled those who had heard of ENER$AVE. They tended to be upsale, English-speaking, but surprisingly, they tend to reside in Ottawa and the West. Those receiving a CHIP grant were older, English-speaking, and live in Halifax and Toronto. The officials who manage these programs might be concerned that the programs are not reaching certain segments of the population - the working class, French-speaking, and specific geographic areas.

Conclusions

The major relationships established in the 1982 survey are:

- As in previous years, the strongest link between attitudes and the other indices is the "need to conserve". Those holding this positive attitude, analagous to "the importance of individual efforts to conserve energy", exhibit strong support for programs, including price/tax increases, and they state they are engaging in energy conserving behaviors.

- Again, as in the past three years, a reasonable degree of consistency exists between the indices in each area. This provides some confidence that the measures used are fairly reliable and have some degree of face validity. However, some of the findings in 1981 and 1982 with respect to the knowledge and hostility indices suggests that there may be some measurement problems.

OTHER RELATED RESEARCH

Those readers interested in this area should be aware that a number of studies have been conducted in Canada on energy conservation in the consumer sector. Some of the major investigations which have been conducted for Consumer and Corporate Affairs Canada are:

-- Energy Consumption and Conservation Patterns in Canadian Households.

-- Point-of-Purchase Energy Information Disclosure and Consumer Choice of Household Appliances.

-- Economic and Behavioral Analyses of Microeconomic Consumer Energy Conservation Policies.

-- An Analysis of ENER$AVE.

-- Consumer Energy Research: An Annotated Bibliography (1980, 1982).

-- The Role of Home Energy Audits in Facilitating Residential Retrofits.

-- Consumer Energy Conservation Options-Professional and Consumer Perspectives.

In addition, research sponsored by Consumer and Corporate Affairs has lead to the publication of Consumers and Energy Conservation: International Perspectives on Research and Policy Options (Praeger, New York), 1981.

CONCLUSIONS AND IMPLICATIONS

Conclusions

The major conclusions to be drawn from the preceding analysis are:

1. Relative to the "big three" issues - inflation, unemployment, and interest rates - Canadians' concern with the energy situation is at a very low level. The possibility of energy shortages continues to decline in the view of Canadians and more people than ever before feel that the energy crisis was a hoax. This increase in hostility and reduction in support for conservation programs reflects a general unhappiness with the way in which the energy situation has been managed in Canada.

2. The rising prices for all forms of energy appears to be having some effect. First, Canadians estimated that in the past year energy prices had risen faster than in any of the previous three years. For example the average estimated increase in gasoline prices was 30 percent in the past year. Second, in spite of the fact that people expressed more resentment and hostility towards the energy situation, more Canadians reported engaging in energy conserving behaviors. Third, one in three people claimed that the high cost of energy had caused them severe hardships. Fourth, nine out of ten people felt that spending money on home insulation is a good investment. Finally, 24 percent of the respondents plan to spend money within the next twelve months to improve the energy efficiency of their home.

3. Awareness and participation levels in two government conservation programs - CHIP and COSP were relatively high. However, the awareness and participation levels for ENER$AVE should be of some concern to program administrators.

4. Canadians' support for government programs involving either increased energy prices or regulations declined in 1982, the second year this has occurred.

5. In 1981, somewhat confusing results were found between knowledge, attitudes, and program support and self-reported behaviors concerning energy. The results were more logically consistent in 1982 (e.g. - higher energy knowledge was positively related to regulatory program support) but neither the consistency nor the strength of the relationships are strong enough to draw implications concerning the government actions vis-a-vis conservation.

6. Car ownership, which is strongly associated with gasoline energy use, proved to be negatively related to conservation actions in the event of gasoline price increased. Multiple car owners were <u>less</u> likely to engage in conservation actions, a result that suggests that higher income households (who also tend to be multiple car owners) plan to "buy their way out" of any price increase, rather than modify their behavior.

Implications

Finally, the major implications of the analysis and conclusions are:

1. Canadians' interest and concern with the energy situation has been replaced with concern over the current economic situation - inflation, unemployment, and interest rates. Any attempt to improve attitudes towards conservation through information programs is likely to fail and is therefore unwarranted.

2. Canadians are apparently feeling the effects of rising energy prices. Higher levels of conservation activities were reported in 1982 and one-quarter plan to spend money in the next year to improve home energy efficiency. Any information/incentive programs focused on home energy management would be of interest to many of these people.

3. There is a negative side to rising energy prices. One-third of the respondents claimed that these price increases had caused them severe hardships. Not surprisingly these people tended to have lower income and education levels. Further, the characteristics of the people who were aware of CHIP were the opposite, having higher income and education levels. Government officials might seek to address this possible inequity by concentrating the information component of the CHIP grant to working class geographic areas.

4. The effects of rising gasoline prices on automobile ownership and usage may be a modification in driving behavior for light users (i.e. - one car households) and little change in behavior for heavy users (i.e. - multiple car households). Some consideration might be given to programs designed to influence heavy users, particularly financial disincentives.

5. The low awareness and participation in the ENER$AVE program should be of concern to the appropriate government managers. A major review of the program may prove beneficial to both the government and the consumer.

6. If new government conservation programs are being considered, they should be geared at specific behaviors (e.g. - the COSP programs is designed to get home owners "off oil") not attitudes. Allocating any resources for general information campaigns is not recommended.

TABLE 1

Problems Facing Canadians Today (1975, 1978-1982)

Mentioned (percentage)[a]	1975	1978	1979	1980	1981	1982
Energy only	2	2	4	5	5	1
Energy and another issue	6	5	13	17	16	5
Other issue	87	90	77	70	70	92
No issue	5	3	6	8	9	2
	100	100	100	100	100	100
Total energy mentions	8	7	17	22	21	6
N =	1422	1409	1654	1637	1606	1659

Question: "Of all the problems facing people living in Canada, which ones do you feel we should be most concerned about today? (PROBE) Are there any other areas of concern?"

[a] Includes "Don't Know" responses.

TABLE 2

Perceived Seriousness of Selected Issues in Canada (1975-1982)

Percent Stating Issue is Very Serious or Somewhat Serious[a]

Issue	1975	1976	1977	1978	1979	1980	1981	1982
Inflation	92	90	91	92	92	95	93	95
Unemployment	73	76	87	94	88	82	80	96
Energy Shortage	45	60	63	62	60	66	57	49
Cost of Energy	-	-	-	-	80	82	80	82
Pollution	-	-	-	-	69	72	72	68
Interest Rates	-	-	-	-	-	-	-	95
N =	1422	1436	1413	1409	1654	1637	1606	1659

Question: "I would like you to think about the following issues and tell me how seriously you feel each one is affecting us in Canada today. Would you say it is very seriously affecting Canada, somewhat seriously, not too seriously, or not seriously at all?"

[a] Includes "Don't Know" responses.

TABLE 3

Perceived Shortage of Specific Fuels (1975-1982)

	Percentage Who Feel Possibility of a Shortage is Very or Somewhat Serious[a]							
	1975	1976	1977	1978	1979	1980	1981	1982
Heating Oil	51	61	63	59	57	64	59	46
Electricity	26	42	47	44	38	34	32	32
Gasoline	52	69	69	68	62	69	63	53
Natural Gas	35	48	47	46	32	34	31	28
N =	1422	1436	1413	1409	1654	1637	1606	1659

Question: "Now, more specifically, I would like to discuss what is commonly termed the "energy shortage". Thinking of (FIRST * PHRASE), do you feel the possibility of a shortage in Canada, in the coming years, is very serious, somewhat serious, not too serious, or not serious at all?"

[a] Includes "Don't Know" responses.

TABLE 4

Importance of Individual Efforts to Conserve Energy (1975-1982)

Percent Stating Individual Efforts are Very or Somewhat Important[a]

	1975	1976	1977	1978	1979	1980	1981	1982
	87	91	92	95	92	93	93	93
N =	1422	1436	1413	1409	1654	1637	1606	1659

Question: "How important do you feel efforts by individuals to conserve energy can be? Do you feel these efforts would be very important, somewhat important, not too important, or not important at all?"

[a] Includes "Don't Know" responses.

TABLE 5

Attitudes Towards the Energy Situation (1979-1982)

	Percentage Agreeing[a]			
	1979	1980	1981	1982
Hostility				
The "Energy Crisis" was a hoax created by the government, utilities and corporations.	37	37	41	50
I resent utilities and governments asking me to save more energy.	30	27	28	35
Businesses waste far more energy than consumers do.	66	68	65	63
Government and business should be doing the energy saving not consumers.	31	27	29	33
The oil companies have profited unfairly from the energy situation	-	-	68	68
Need to Conserve				
There is no real need to conserve energy because technology will solve the problem.	18	15	16	21
There is no real need to conserve energy since we have plenty of gas and oil.	17	14	14	13
Soon everyone is going to have to use less energy.	80	86	82	79
If Canadians don't reduce the amount of gas and oil they use, in a few years Canada will be too dependent on foreign oil producers.	61	67	58	53
The solution to the energy situation will mean that all Canadians will have to change their lifestyles quite a bit	-[b]	-	67	68
Other				
It's probably not that difficult to reduce the amount of energy I use.	73	77	71	70
It is useless for the individual consumer to do anything about energy conservation.	14	13	12	15
Any homeowner who spends money on home insulation is making a good investment	-	-	93	91
The high cost of energy has caused me severe hardship	-	-	-	33

Question: "I am going to read some statements made about the energy situation. I'd like to know, for each, whether you agree or disagree. (READ * STATEMENT) Do you agree or disagree?"

a Includes "Don't Know" responses.
b These questions were not asked in 1979-80.

TABLE 6

Perceived Cost Increase in Past 12 Months (1979-1982)

Energy Source	Average Percentage Increase[a]			
	1979	1980	1981	1982
* Heating Oil	15.2	16.5	19.0	24.9
Electricity	14.7	13.0	14.0	18.5
Gasoline	14.7	17.6	19.9	29.8
Natural Gas	14.6	14.1	16.7	22.2

Question: "What about the cost of energy? By about what percentage do you think the cost of (FIRST * PHRASE) has increased in the last twelve months? You may not know exactly, but I'd like your best guess."

[a] Excludes "Don't Know" and "Not Applicable" responses.

TABLE 7

Gasoline Price Increase (1981-1982)

	Percent[c]	
	1981	1982
In favour of increasing prices[a]	30	20
Opposed to increasing prices	70	80
	Percent Agreeing[d]	
Drive a lot less[b]	59	55
Buy a smaller car	57	53
Use public transportation more	55	50

[a] Question: Are you in favour of, or opposed to, increasing gasoline prices in Canada to world levels within the next two years? This would mean that you would pay $2.50 for a gallon of gas (55¢ per litre).

[b] Question: If gasoline prices were increased to world levels, would you and your family

[c] excludes Don't Know.

[d] includes Don't Know.

TABLE 8

Self-Reported Energy Conserving Behaviors and Activities (1975-1982)
Percent of Eligible Respondents Engaging In:[a]

	1975	1976	1977	1978	1979	1980	1981	1982
Home Related								
Using less hot water	35[b]	42	58	59	36[c]	47	41	51
Turning down thermostat	65	70	84	85	71	86	80	83
Turning off lights more often	74	81	88	92	79	86	82	85
Keeping the hot water at lower temperature	-[d]	-	-	-	36	47	46	52
Making improvements to home insulation	-	-	-	-	58	69	68	69
Furnace serviced yearly	-	-	-	-	79	79	77	77
Installed weatherstripping/ caulking	-	-	-	-	-	-	65	76
Installed storm windows & doors	-	-	-	-	-	-	59	61
Installed a timer on thermostat	-	-	-	-	-	-	17	21
Transportation Related								
Driving less	44	48	57	57	43	57	54	59
Purchase smaller car	-	-	-	-	33	45	49	49
Car serviced more often	-	-	-	-	46	55	53	49
Using public transportation more	-	-	-	-	41	46	40	43
Participating in car pool	-	-	-	-	29	27	27	25
Check the tire pressure on my car at least once a month	-	-	-	-	-	-	-	68
Information Seeking								
Had a home energy audit conducted	-	-	-	-	-	14	17	19
Read "100 Ways to Save... Home"	-	-	-	-	34	40	38	-
Read "The Car Mileage Booklet"	-	-	-	-	26	27	26	-
Read "Keeping the Heat In"	-	-	-	-	26	27	23	-
Obtained literature about how to save energy	-	-	-	-	-	-	-	68
Often talk with my friends or neighbors about how to save energy	-	-	-	-	-	-	-	45
N =	1422	1436	1413	1409	1654	1637	1606	1659

Question: "Since the start of the energy situation a few years ago, some people have changed some of the things they do. I will now read to you a list of things people have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

[a] "No answers" removed.

[b] From 1975 to 1978 the question was: "I will now read you a list of things people say they are doing now to conserve energy. Please tell me which one(s) if any, you yourself are currently doing?"

[c] In 1979, the phrase "within the last year" was added.

[d] - not asked.

TABLE 9

Perceived Energy Use Compared to Last Year (1979-82)

	Percentage Responding[a]							
	1979		1980		1981		1982	
	More	Less	More	Less	More	Less	More	Less
Electricity	9[a,b]	40	7	45	9	37	9	39
Home Heating Fuel	13	40	8	57	11	45	11	45
Gasoline	13	39	12	47	16	41	11	47

Question: "Overall, do you think you are using more, about the same, or less (FIRST * PHRASE) this year as compared to last year?"

[a] Excludes "Not Applicable" and "Don't Know" responses.

[b] Those subjects who responded "About the Same" not reported.

TABLE 10

Awareness of and Participation in
Federal Government Programs (1980-1982)

Percentage of Eligible Respondents Engaging In:

	1980	1981	1982
ENER$AVE			
- Heard of Program	-a	36	37
- Participated in Program	11	6	9
CHIP			
- Heard of Program	-	-	73
- Received a Grant	-	-	15
COSP			
- Heard of Program*	-	-	35
- Recently switched from heating oil to other (N=113)**	-	-	27
- Received a Grant**	-	-	18

a Not asked

* Asked only of those who currently heat with oil.

** Asked only of those who recently switched from heating oil to other (N=113)

TABLE 11

Degree of Support for Possible Government Conservation Measures 1979-1982)

	Percentage Supporting			
	1979	1980	1981	1982
Price Increase Programs				
A special tax on cars that get less than 15/20 miles per gallon.	55	63	57	45
Pricing electricity so that the cost per kilowatt hour becomes more expensive the more you use.	42	50	41	43
A tax on all heating fuels, electricity and gasoline to encourage people to conserve.	22	28	23	20
Regulatory Programs				
A requirement that all homes, new and old, would have to be insulated to a certain standard before they could be sold.	-	81	76	73
A program that requires all homeowners to pay $25 to have their house rated for energy efficiency. A certified person would examine the house and make recommendations.	-	57	51	45
Rationing the amount of gasoline, heating oil and electricity each person can use.	25	27	22	18
A government program to limit energy used for leisure and vacation travel	-	-	31	29
Other Programs				
Subsidies to improve public transit to encourage people to leave their cars at home.	82	85	82	82

Question: "I would like to read to you a few suggestions that people have made while discussing the energy situation. As I read each one, would you tell me whether you would support or not support the suggestion. (READ * STATEMENT)

TABLE 12

Attitudes Towards Energy Related to Demographics (1975-1982)

Attitude: Perceived seriousness of energy shortage.

Demographic		Mean Score[a] 1975	1976	1977	1978	1979	1980	1981	1982
Sex	- male	2.43	2.75	2.78	-[b]	2.62	2.79	2.50	2.36
	- female	2.61	3.01	3.06	-	2.90	3.07	2.89	2.67
Language	- English	2.50	2.92	2.97	2.81	2.70	2.90	2.60	2.39
	- French	2.57	2.77	2.76	2.92	3.02	3.13	3.00	2.87
Income	- less than $15,000[c]	2.67	-	-	-	2.85	2.93	-	2.79
	- $15,000 - $25,000	2.57	-	-	-	2.93	3.07	-	2.60
	- $25,000 - $40,000	2.37	-	-	-	2.72	2.95	-	2.43
	- Over $40,000	2.45	-	-	-	2.74	2.85	-	2.31

Attitude: Importance of individual efforts.

Demographic		1975	1976	1977	1978	1979	1980	1981	1982
Sex	- male	3.38	3.52	3.46	-	-	-	-	3.43
	- female	3.53	3.68	3.69	-	-	-	-	3.52
Language	- English	3.51	3.65	-	-	3.51	3.60	3.53	3.52
	- French	3.33	3.49	-	-	3.37	3.32	3.35	3.32
Income	- less than $15,000	-	-	-	-	-	-	3.43	3.55
	- $15,000 - $25,000	-	-	-	-	-	-	3.50	3.43
	- $25,000 - $40,000	-	-	-	-	-	-	3.51	3.44
	- Over $40,000	-	-	-	-	-	-	3.58	3.52
	N =	1422	1436	1413	1409	1654	1637	1606	

a Mean score calculated on the basis of: Very = 4, Somewhat = 3, Not too = 2, and Not at all = 1.

b Read: There was no significant difference between males and females in 1978 concerning perceived seriousness of energy shortage.

c In 1975-1978, the income categories were; less than $9,000, $9,000-$12,000, $12,000-$15,000, over $15,000. In 1979 and 1980, the income categories were; less than $10,000, $10,000 - $15,000, $15,000-$25,000, and over $25,000. In 1981 the income categories were less than $10,000, $10,000-$20,000, $20,000-$30,000, and over $30,000.

TABLE 13A

Self-Reported Energy Conserving Behaviors Related to Demographics (1975-1982)

Percentage of Eligible Respondents Engaging In:

Behavior: Using less hot water

Demographic		1975	1976	1977	1978	1979	1980	1981	1982
Sex	- male	28	32	51	-[a]	33	-[b]	35	46
	- female	42	52	64	-	40	-	46	56
Language	- English	-	39	-	-	-	45	40	48
	- French	-	47	-	-	-	54	47	60
Income	- less than $15,000[c]	43	52	-	-	-	-	-	55
	- $15,000 - $25,000	38	45	-	-	-	-	-	54
	- $25,000 - $40,000	33	43	-	-	-	-	-	50
	- Over $40,000	26	34	-	-	-	-	-	44
Age	- 18-34[d]	29	36	52	63	35	43	42	-
	- 35-44	39	41	59	52	32	45	30	-
	- 45-54	43	53	68	60	41	46	49	-
	- 55 and over	45	55	69	52	41	59	46	-

Behavior: Turning down thermostat.

Demographic		1975	1976	1977	1978	1979	1980	1981	1982
Sex	- male	61	-	-	-	-	-	75	81
	- female	68	-	-	-	-	-	83	85
Language	- English	68	73	-	-	74	-	81	-
	- French	57	63	-	-	63	-	76	-
Income	- less than $15,000	-	-	-	-	-	-	-	-
	- $15,000 - $25,000	-	-	-	-	-	-	-	-
	- $25,000 - $40,000	-	-	-	-	-	-	-	-
	- Over $40,000	-	-	-	-	-	-	-	-
Age	- 18-34	-	-	-	-	72	-	83	85
	- 35-49	-	-	-	-	72	-	76	85
	- 50-64	-	-	-	-	75	-	80	79
	- 65 and over	-	-	-	-	63	-	76	78
	N =	1422	1436	1413	1409	1654	1637	1606	1659

[a] Read: There was no significant differences between males and females in 1978 concerning the stated behavior "using less hot water". Results based on an analysis of variance with significance level of 5%.

[b] The lower percentage of respondents engaging in energy conserving behaviors in 1979 can be attributed to the change in the question in 1979 which added the phrase "within the last year".

[c] In 1975-1978, the income categories were; less than $9,000, $9,000-$12,000, $12,000-$15,000, over $15,000. In 1979 and 1980, the income categories were; less than $10,000, $10,000-$15,000, $15,000-$25,000, over $25,000. In 1981 they were; less than $10,000, $10,000-$20,000, $20,000-$30,000, over $30,000.

[d] In 1975-1978 the age categories were; 18-34, 35-49, 50-64 and 65 and over.

TABLE 13B

Self-Reported Energy Conserving Behaviors Related to Demographics (1975-1982)

Percentage of Eligible Respondents Engaging In:

Behavior: Driving less

Demographic		1975	1976	1977	1978	1979	1980	1981	1982
Sex	- male	-[a]	-	-	-	-	-	51	-
	- female	-	-	-	-	-	-	58	-
Language	- English	48	-	-	-	46[b]	-	-	57
	- French	33	-	-	-	38	-	-	66
Income	- less than $15,000[c]	47	51	69	-	-	71	58	76
	- $15,000 - $25,000	50	52	49	-	-	63	47	63
	- $25,000 - $40,000	49	52	63	-	-	56	54	56
	- Over $40,000	38	41	55	-	-	52	67	49
Age	- 18-34[d]	-	47	52	-	43	54	49	56
	- 35-44	-	42	58	-	36	51	51	57
	- 45-54	-	52	68	-	45	53	61	60
	- 55 and over	-	58	69	-	51	76	65	70

Behavior: Turning off lights more often.

Demographic		1975	1976	1977	1978	1979	1980	1981	1982
Sex	- male	69	78	-	-	77	-	79	82
	- female	79	84	-	-	82	-	84	87
Language	- English	81	86	91	-	81	-	-	86
	- French	57	70	81	-	76	-	-	81
Income	- less than $15,000	-	-	-	-	-	-	-	-
	- $15,000 - $25,000	-	-	-	-	-	-	-	-
	- $25,000 - $40,000	-	-	-	-	-	-	-	-
	- Over $40,000	-	-	-	-	-	-	-	-
Age	- 18-34	-	-	86	-	82	89	-	-
	- 35-49	-	-	91	-	79	84	-	-
	- 50-64	-	-	90	-	81	80	-	-
	- 65 and over	-	-	92	-	75	85	-	-
	N =	1422	1436	1413	1409	1654	1637	1606	1659

[a] Read: There was no significant differences between males and females in 1975 concerning the stated behavior "driving less". Results based on an analysis of variance with significance level of 5%.

[b] The lower percentage of respondents engaging in energy conserving behaviors in 1979 can be attributed to the change in the question which added the phrase "within the last year".

[c] In 1975-1978, the income categories were; less than $9,000, $9,000-$12,000, $12,000-$15,000, over $15,000. In 1979 and 1980, the income categories were; less than $10,000, $10,000-$15,000, $15,000-$25,000, over $25,000. In 1981 they were; less than $10,000, $10,000-$20,000, $20,000-$30,000, over $30,000.

[d] In 1975-1978 the age categories were; 18-34, 35-49, 50-64, and 65 and over.

TABLE 14

Ranking of Cities by Attitudes and Behavior (1975-1982)[a]

Most serious about energy shortage:

City	Score (out of 7)
Halifax	5
Quebec City	5
Toronto	4
Montreal	4
Winnipeg	3
Calgary	0
Vancouver	0

Considered individual efforts most important:

City	Score (out of 7)
Halifax	6
Winnipeg	6
Toronto	5
Calgary	4
Vancouver	3
Quebec City	0
Montreal	0

Highest participation rate on four energy conserving behaviors:

City	Score (out of 20)
Halifax	20
Vancouver	14
Toronto	13
Quebec City	11
Winnipeg	9
Calgary	6
Montreal	4

[a] Scores based on the number of times city was above the average of all cities across the seven years (only years with statistically significant results were counted).

TABLE 15

Gas Price Increase and Demographics (1981-1982)

Those More in Favour of Gasoline Price Increase:

Demographic	1981	1982
Age	-[a]	Younger
Sex	Male[b]	Male
Education	Higher	Higher
Income	-	Higher
Language	English	-
City	Ottawa/Toronto	-
	Calgary/Vancouver	-

If Gasoline Prices Raised to $2.50/gallon (55¢ per liter) by 1983, Those Who Would:

	Drive Less		Buy Smaller Car		Use Public Transportation More	
Demographic	1981	1982	1981	1982	1981	1982
Age	Older	-	-	-	Older	-
Sex	Female	Female	-	-	Female	Female
Education	-	-	Higher	-	-	-
Income	-	Lower	-	-	Higher	Lower
Language	-	French	French	-	-	French
City	-	Quebec	Halifax	Quebec	-	Montreal
		Montreal	Quebec	Montreal		Ottawa
		Ottawa	Montreal	Ottawa		Toronto
			Toronto	Vancouver		
			Calgary			

[a] No difference based on chi-square test with 5% level of significance.
[b] Males were more in favour of a gasoline price increase.

TABLE 16

Highlights of the 1982 Survey - Volume I

- Few Canadian see energy shortage as an issue relative to their concern about the cost of energy. However, even the cost of energy is of lower concern than the big three issues on Canadians' minds - unemployment, interest rates and inflation.

- Hostility and cynicism towards business and governments' handling of the energy situation increased considerably. Fifty percent of the people now think the energy crisis "was a hoax".

- Respondents felt that energy price increases in 1982 were the highest in four years, and on average they felt the price of gasoline had risen by 25 percent.

- Support for possible government conservation programs declined. Overall, there was still a fair degree of support for programs (e.g. - tax on cars that get less than 20 miles per gallon received 45 percent support).

- There was a slight increase in the proportion of respondents who said they engaged in energy conserving behaviors in the home and with respect to transportation.

- A large majority (73 percent) of the respondents had heard of CHIP and 35 percent of those who heated their homes with oil had heard of COSP. However, only 38 percent of the respondents had heard of ENER$AVE.

- Approximately the same proportion of consumers in both 1981 and 1982 felt that they were using less heating fuel and electricity, more consumers felt they were using less gasoline in 1982.

- Thermostat settings have remained virtually the same during the day for the last three years; approximately two-thirds of the respondents set their thermostat at 69°F. However, night settings increased in 1982 to 84 percent (at 69°F) versus 79 percent in 1981.

- Four in ten Canadians do not know that we are the highest energy users in the world or that we have to import oil to meet our needs.

- Only 20 percent (down from 30 percent in 1981) of the respondents support an increase in gasoline prices to 55¢ per litre by 1983.

- Twenty-four percent of respondents plan to spend money in the next 12 months to improve the energy efficiency of their home and, of those, 39 percent plan to spend between $100 and $500 and 38 percent plan to spend more than $500.

- Nine in ten people thought they were wise users of energy in their homes.

- One in three people felt that the high cost of energy had caused them severe hardships.

TABLE 17

Overview of Indices

Index	Number of Questions Used in Constructing Index	Sample Question
Knowledge	3	On average, Canadians use more energy than any other country in the world
Attitudes		
Hostility	5	The "energy crisis" was a hoax
Need to conserve	5	Soon everyone is going to have to use less energy
Perceived seriousness of energy shortage	5	Thinking of heating oil, do you feel the possibility of a shortage in Canada in the coming years, is: very serious, somewhat serious, not too serious, or not serious at all
Behaviors		
Self-reported conserving behaviors	18	Driving less than a few years ago
In-home energy conserving actions	9	Using less hot water than a few years ago
Transportation related energy conserving actions	6	Using public transportation more often than a few years ago
Information related energy conserving actions	3	Obtained literature about how to save energy
Energy use compared to last year	3	Overall, do you think you are using more, about the same, or less electricity this year as compared to last year?
Thermostat setting	2	At what temperature do you set your thermostat during the day?
Program Support		
Price/Tax increase	3	A special tax on cars that get less than 20 mpg
Mandatory Restriction	4	Rationing the amount of gasoline, heating oil, and electricity each person can use

TABLE 18

Percent Distribution of Responses - All Indices (1980-1982)

	1980			1981			1982		
	Low	Medium	High	Low	Medium	High	Low	Medium	High
Knowledge Index									
Actual Knowledge	4	55	41	4	56	40	3	57	40
Attitude Indices									
Hostility[a]	51	26	23	28	47	25	25	45	30
Need to conserve[a]	8	12	80	6	25	69	7	29	64
Perceived seriousness of energy shortage	20	53	27	26	51	22	33	49	18
Program Support Indices									
Price/Tax Increase[a]	21	33	47	27	34	39	34	34	32
Mandatory	38	43	19	40	32	28	47	31	22
Behavior Indices									
Energy conserving actions[a,b]	24	59	17	25	64	12	15	60	25
In-home conserving actions	15	43	42	20	47	33	13	48	39
Transportation conserving actions	31	46	23	34	45	21	39	42	19
Information-related actions	71	17	12	73	15	12	50	36	14
Energy use compared to last year	50	45	5	39	54	8	43	52	5
Thermostat setting	35	63	2	22	63	15	32	57	11

[a] modified between 1980 and 1981

[b] excludes "Not Applicable" responses

TABLE 19

Significant Relationships Between Knowledge and Other Indices

Comparison	Direction 1980	1981	1982
Knowledge versus attitudes			
- hostility	negative[a]	negative	negative
- need to conserve	positive	positive	positive
- perceived seriousness	-	-	-
Knowledge versus program support			
- price/tax increase	positive	negative	-
- mandatory	-	negative	positive
Knowledge versus self-reported behaviors			
- energy conserving	positive	positive	positive
- in-home conserving	-	-	positive
- transportation conserving	positive	-	-
- information conserving	positive	positive	positive
- energy use in last year	-	negative	negative
- thermostat setting	-	negative	-

[a] Based on Pearson correlation (significance level of 5%)

TABLE 20

Significant Relationships Between Attitudes and Other Indices

Comparison	Direction 1980	1981	1982
Hostility versus program support			
- price/tax increase	negative	positive	-
- mandatory	-	positive	positive
Hostility versus behaviors			
- energy conserving	-	-	-
- in-home conserving	-	-	-
- transportation conserving	-	positive	positive
- information conserving	-	-	-
- energy use in last year	positive	positive	-
- thermostat setting	-	-	-
Need to conserve versus program support			
- price/tax increase	positive	positive	positive
- mandatory	positive	positive	positive
Need to conserve versus self-reported behaviors			
- energy conserving	positive	positive	positive
- in-home conserving	positive	positive	positive
- transportation conserving	positive	positive	positive
- information conserving	-	-	positive
- energy use in last year	negative	negative	negative
- thermostat setting	negative	-	-
Perceived seriousness versus program support			
- price/tax increase	positive	positive	positive
- mandatory	positive	positive	positive
Perceived seriousness versus self-reported behaviors			
- energy conserving	positive	positive	positive
- in-home conserving	positive	-	positive
- transportation conserving	positive	positive	positive
- information conserving	-	-	positive
- energy use in last year	-	positive	positive
- thermostat setting	-	-	-

TABLE 21

Significant Relationships Within Indices

The "Hostility" Attitude is:

- negatively related to the "need to conserve" attitude

The "Need to conserve" Attitude is:

- positively related to the "perceived seriousness" attitude

The price/tax increase support index was positively related to the mandatory program support index.

The six self-reported behaviors (conserving, perceived overall energy use, thermostat setting, and the three types of energy conserving actions) were generally related to each other in the expected direction.

Relationships not mentioned are not statistically significant based on Pearson correlation (significance level of 5%).

TABLE 22

Significant Relationships Between Demographics And The Indices[a]

Index	Demographic Categories Which Are High on Index				
	Age	Sex	Language	Income	Education
Knowledge	-	-	French	Higher[b]	Higher
Attitudes					
- Hostility	Older	Female	French	Lower	Lower
- Need to conserve	Younger	Female	French	Lower	-
- Seriousness of shortage	Older	Female	French	Lower	Lower
Program Support					
- Price/Tax increase	Younger	-	-	-	Higher
- Mandatory	-	-	French	Lower	Lower
Behavior					
- Energy conserving actions	-	Female	French	Lower	Lower
- In-home conserving actions	Older	Female	-	-	Lower
- Transportation conserving actions	-	-	French	Lower	-
- Information conserving actions	-	-	French	Lower	-
- Energy use compared to last year	Younger	-	-	-	-
- Day/Night thermostat setting	Older	-	French	-	-

a Based on chi-square tests (significant level of 5%).

b Higher income groups had a higher knowledge score than lower income groups.

TABLE 23

Relationship Between Automobile Ownership and Usage

Number of Vehicles Owned	Percent of Sample[a]	Average Number of Cylinders	Average Number of Days Driven to Work/School
One	57	6.2	3.8
Two	32	6.2	3.7
Three or More	11	6.4	3.6
Total	100		
Mean		6.2	3.7

[a] Excludes households with no car. 11% had no car.

TABLE 24

Relationship Between Automobile Ownership and Demographics

Number of Vehicles Owned	Percent of Sample	Average Total Family Income	Percent Owning Home	Percent English Speaking	Number of People in Household	Number Working Full-time in Household
None	11	$15,000	22	61	1.8	.7
One	50	$24,700	54	66	2.7	1.2
Two	29	$33,200	78	83	3.2	1.6
Three or More	10	$39,100	79	86	4.1	2.1
Total Sample	100	$27,600	60	69	2.9	1.4

TABLE 25

Relationship Between Automobile Ownership and Attitudes Towards Gasoline Prices

Number of Vehicles Owned	Percent of Sample	Percent in Favor of Increased Gasoline Prices[a]	If Gasoline Prices Increased Percent that would[b]		
			Drive Less	Buy Smaller Car	Use Public Transit More
None	11	20	N/A	N/A	N/A
One	50	20	62	59	54
Two	29	22	54	57	41
Three or More	10	20	49	52	36
	100				
Total Sample		20	55	53	50

a Excludes "Don't know"

b Includes "Don't know"

TABLE 26

Profile of Severe Hardship Respondents (Highlights)

Demographics	Hardship Respondents
- Age	-
- Sex	Lower
- Education	Lower
- Income	Lower ($25,000 and under)
- Language	French
- City	Halifax, Quebec, Montreal
Attitudes	
- Perceived cost of energy	Higher cost estimates
- Hostility	Higher
Reported Conservation Behaviors	
- In-home conserving actions	Higher
- Transportation conserving actions	Higher
- Information conserving actions	Higher

a Those respondents who agreed with the statement; "The high cost of energy has caused me severe hardships".

TABLE 27

Demographic Profile of Those Aware of or Have Participated in ENER$AVE and CHIP

Demographics	ENER$AVE		CHIP	
	Heard of	Participated In	Heard of	Participated In
- Age	Younger	-	Younger	Older
- Sex	Male	-	Male	-
- Education	Higher	-	Higher	-
- Income	Higher	-	Higher	-
- Language	English	-	English	English
- City	Halifax Ottawa Winnipeg	Halifax Ottawa	Ottawa Winnipeg Calgary	Halifax Toronto

a Based on chi-square test with 5% level of significance.

Number/
Numéro

3

VOLUME II

TECHNICAL APPENDIX

BY: DR. GERALD KELLER

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A SURVEY OF THE CANADIAN PUBLIC'S ATTITUDES TOWARDS THE ENERGY SITUATION

VOLUME II

TECHNICAL APPENDIX

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INTRODUCTION

Purpose of Technical Appendix

This 1982 survey conducted by Consumer Contact on behalf of Consumer and Corporate Affairs Canada, was the eighth annual survey of the Canadian public's attitudes towards the energy situation. Some of the results of the survey were presented in a Consumer Contact report titled "A Survey of the Public's Attitudes Toward the Energy Situation - Volume I" (June, 1982). Further analysis was performed by the authors of this appendix. Those results are presented in Volume II (August, 1982).

The purpose of this technical appendix is to summarize in tabular form the important statistics and the formulas of the indices used to draw conclusions in Volume II.

Objectives

The general objectives for the 1982 survey were:

- To identify the public's level of concern with respect to the energy situation (shortages and costs).
- To identify the public's attitudes towards energy conservation.
- To identify the public's knowledge about energy.
- To identify the public's current energy conserving behaviors.
- To identify the public's reaction to general policy alternatives and to specific government programs concerning energy.

These general objectives have been accomplished through the preparation and presentation of Volume I by Consumer Contact. The specific objectives of Volume II are:

- To compare the 1982 results with the seven previous annual surveys to provide a longitudinal view of the Canadian public's views concerning energy.
- To conduct further analysis of the 1982 survey to provide a better understanding of the relationship between Canadian's attitudes, knowledge, and behavior with respect to the energy situation.

Sampling Procedures (1975 to 1982)

Between 1975 and 1978, the surveys were based on telephone interviews with respondents fifteen years of age or older (Table 1). In all cases, the youngest person at home at the time was interviewed. With the 1979 survey, interviews were conducted with the male or female head of household (Table 2) and Ottawa was added to the seven cities previously used in the survey (Table 3).

The major consequence of changing the sampling procedure was to reduce the validity of year by year comparisons. The reasons for this are that in 1979-82 there were few respondents under 18 years of age and between 1975-78 at least some of the respondents were not heads of households. In order to allow comparisons the 1975-78 statistics were recalculated after removing the 15-17 year old respondents (approximately 20% of those surveyed). This does not make the surveys totally comparable but it was felt that a large proportion of the 18 and over respondents in the 1975-78 surveys were probably heads of household. Caution however is required when interpreting this section of the analysis.

The effect of removing the 15 to 17 year olds from the 1975 to 1978 questionnaires was examined for those questions concerning attitudes and behaviors. Except for the behavior "driving less" few differences were

observed with or without the 15 to 17 year olds. This was expected because during the years 1975 to 1978 age, in most cases, was not a significant determinant for either attitudes or behaviors. As there were few significant differences between the age groups, the exclusion of the 15 to 17 years old respondents will not alter the major conclusions reached in previous years.

Questionnaire Comparability (1975 to 1982)

In 1979 major revisions were made to the questionnaire. The consequence of this action was that most questions are no longer comparable between the surveys. The questions hat are comparable across the five years are listed in Table 4. The "linkage" analysis will use only those questions.

Further Analysis

The first volume of this study (prepared by Consumer Contact) reported the findings at a general level and provided a series of cross tabulations of the data. This report provides further analysis of the 1982 data by creating a series of indices (introduced in the 1979 study) which measures knowledge, attitudes, program support, and behavior. The sequence for this analysis is described in Table 5. The method used to construct each index is presented in Tables 6A to 6L.

Index Construction

The questionnaire had a series of questions which measured knowledge, attitudes, support for various programs and behavior. To pro-

vide a clearer picture of these measurements twelve indices were created. There is one knowledge index, and three attitude indices describing hostility, need to conserve, and the seriousness of the energy shortage. The two program support indices are price/tax increase and mandatory restrictions. There are six indices which measure energy conserving actions. These are energy conserving actions, energy use compared to last year, day/night thermostat setting, in-home energy conserving actions, transportation related energy conserving actions and information related energy conserving actions. Each index was composed of between two and eighteen questions. For simplicity the results were coded as low, medium and high. The statistical test on which the results were based is the chi-square test.

Table 1

Sampling Procedures - 1975 to 1978

Results of the four studies were based on telephone interviews conducted with male and female respondents fifteen years of age or older. In all cases the youngest person home at the time of the interview, who qualified, was interviewed.

Quota sampling procedures were used in these studies. In all the centres studied both sex and age quotas were applied. All samples had to be fifty percent male and fifty percent female. The age quota required that fifty of the two hundred and fifty sample in each of the English cities be fifteen years of age, but less than eighteen. The remaining two hundred had to be eighteen years of age or over.

The only exceptions were Quebec City and Montreal, where the young quota (15 but less than 18) was increased to seventy-five giving a total sample of no less than 275 in each centre. Fieldwork was conducted in March and April of each year.

Table 2

Sampling Procedures - 1979 to 1982

Results of the 1979 to 1982 surveys are based on telephone interviews carried out in eight centres. Telephone numbers in the sample were selected, using a random procedure from the current telephone directories. Four replicates of numbers were selected for each city, each replicate being a random sample in its own right. Each replicate was exhausted before moving into the next one. The samples for all the cities were pre-selected at the head office of the research firm conducting the survey. A one initial call plus one call-back procedure was specified to improve the possibility of contacting people not at home initially. Only the female or male head of household was interviewed, the sex to be interviewed being specified on each questionnaire. Where there were two heads of household of the same sex, the one with the next birthday was selected.

Table 3

Sample Sizes, By City (1975-82)

	1975	1976	1977	1978	1979	1980	1981	1982
Halifax	250	250	270	251	206	200	201	200
Quebec City	293	288	281	275	205	207	200	207
Montreal	278	288	277	276	214	205	200	201
Ottawa	-	-	-	-	206	205	200	213
Toronto	251	262	260	251	206	205	203	202
Winnipeg	249	253	237	250	205	204	201	205
Calgary	249	250	246	255	206	205	201	224
Vancouver	251	249	244	250	206	206	200	207
Total Sample	1821	1840	1815	1808	1654	1637	1606	1659
Number of respondents age 15 to 17	399	404	402	399	-	-	-	-
Sample (excluding 15 to 17 age group)	1422	1436	1413	1409	1654	1637	1606	1659

Table 4

Question Comparability (1975-1982)

1. Unaided - importance of issues - 1975, 1978-1982.

Of all the problems facing people living in Canada, which ones do you feel we should be most concerned about today? (PROBE) Are there any other areas of concern?

2. Aided - importance of issues - 1975-1982

I would like you to think about the following issues and tell me how seriously you feel each one is affecting us in Canada today. Let's start with (READ * PHRASE). Would you say it is very seriously affecting Canada, somewhat seriously, not too seriously, or not seriously at all? (CONTINUE DOWN LIST, AND FROM TOP DOWN, UNTIL ALL HAVE BEEN READ).

	Very Seriously	Somewhat Seriously	Not too Seriously	Not Seriously At All	Don't Know	Not Applicable
*Inflation	1.....	2.....	3.....	4.....	5.....	0
Cost of Energy[a]	1.....	2.....	3.....	4.....	5.....	0
Unemployment	1.....	2.....	3.....	4.....	5.....	0
Pollution	1.....	2.....	3.....	4.....	5.....	0
Energy Shortage	1.....	2.....	3.....	4.....	5.....	0
Interest Rates[b]	1.....	2.....	3.....	4.....	5.....	0

a Appeared in 1979 to 1982.
b Appeared in 1982.

3. Perceived shortage of specific fuels - 1975-1982

Now, more specifically, I would like to discuss what is commonly termed the "energy shortage". Thinking of (FIRST * PHRASE), do you feel the possibility of a shortage in Canada, in the coming years, is very serious, somewhat serious, not too serious, or not serious at all? (IF ASKS ABOUT "THE COMING YEARS", SPECIFY AS "IN THE NEXT FIVE YEARS").

	Very Seriously	Somewhat Seriously	Not too Seriously	Not Seriously At all	Don't Know	Not Applicable
*Heating Oil	1.....	2.....	3.....	4.....	5.....	0
Electricity	1.....	2.....	3.....	4.....	5.....	0
Gasoline	1.....	2.....	3.....	4.....	5.....	0
Natural Gas	1.....	2.....	3.....	4.....	5.....	0

Table 4 (continued)

4. Perceived importance of individual efforts - 1975 -1982

How important do you feel efforts by individuals to conserve energy can be? Do you feel these efforts would be very important, somewhat important, not too important, or not important at all?

Very Important 1
Somewhat Important 2
Not Too Important 3
Not Important At All 4
Don't Know 5
Not Applicable 0

5. Stated Behaviors concerning energy - 1975-1979

Between 1975 and 1978 the question was phrased as follows:

I will now read you a list of things people say they are doing now to conserve energy. Please tell me which one(s), if any, you yourself are currently doing? READ LIST.

	Yes	No	Doesn't Apply	Don't Know
Keeping the thermostat at a lower temperature	1	2	3	V
Driving less	1	2	3	V
Using less hot water	1	2	3	V
Turning off lights more often	1	2	3	V

In 1979 the question was phrased as follows:

I will now read to you a list of things people may or may not be doing to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

	Yes	No	Not Applicable
Keeping the thermostat at a lower temperature than a year ago	1	2	0
Turning off lights in your home more often than last year	1	2	0
Using less hot water than a year ago	1	2	0
Driving less than a year ago	1	2	0

Table 4 (continued)

In 1980 to 1982 the question was phrased as follows:

Since the start of the energy situation a few years ago, some people have changed some things they do. I will now read to you a list of things people have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

	Yes	No	Not Applicable
*Keeping the thermostat at a lower temperature than a few years ago	1	2	0
Turning off lights in your home more often than a few years ago	1	2	0
Using less hot water than a few years ago	1	2	0
Driving less than a few years ago	1	2	0

NOTE: A number of other behaviors were measured during the eight years but only the common behaviors are listed above.

Table 5

Sequence of Analysis, 1982 Survey

Step	Activity	Comments
1	Create Knowledge, Attitude, Program Support and Behavior Indices	See Tables 6A to 6L for method used to calculate indices.
2	Identify proportion of sample on each index.	
3	Identify relationships between Knowledge, Attitudes, Program Support and Behavior	
4	Identify demographic characteristics related to Knowledge, Attitudes, Program Support and Behavior	

Table 6A

Construction of Knowledge Index

Could you tell me if the following statements are "TRUE" or "FALSE"?

	True	False	Don't Know	Not Applicable
On average, Canadians use more energy than any other country in the world	+1	-1	0	0
Canada has to import oil to meet the country's energy needs	+1	-1	0	0
Canadians pay about the same for their energy as consumers in other countries	-1	+1	0	0

Index = Total x 100 ÷ (3 minus number of "Not Applicable")

Low: $-100 \leq \text{Index} \leq -50$

Medium: $-50 < \text{Index} < 50$

High: $50 \leq \text{Index} \leq 100$

Table 6B

Construction of Hostility Index

I am going to read some statements made about the energy situation. I'd like to know, for each, whether you agree or disagree.

	Agree	Disagree	Not Applicable
The "Energy Crisis" was a hoax.	1	0	0
I resent utilities and governments asking me to save more energy.	1	0	0
Businesses waste far more energy than consumers do.	1	0	0
Government and business should be doing the energy saving, not consumers.	1	0	0
The oil companies have profited unfairly from the energy situation	1	0	0

Index = Total x 100 ÷ (5 minus number of "Not Applicable")

Low: $0 < \text{Index} < 34$
Medium: $34 < \text{Index} < 67$
High: $67 < \text{Index} < 100$

Table 6C

Construction of Need to Conserve Index

I am going to read some statements made about the energy situation. I'd like to know, for each, whether you agree or disagree.

	Agree	Disagree	Not Applicable
There is no real need to conserve energy because technology will solve the problem.	0	1	0
Since we have plenty of gas and oil, there is no real need to conserve energy.	0	1	0
Soon everyone is going to have to use less energy.	1	0	0
If Canadian's don't reduce the amount of gas and oil they use, in a few years Canada will be too dependant on foreign oil producers.	1	0	0
The solution to the energy situation will mean that all Canadians will have to change their lifestyles quite a bit.	1	0	0

Index = Total x 100 ÷ (5 minus number of "Not Applicable")

Low: $0 < \text{Index} \leq 34$
Medium: $34 < \text{Index} \leq 67$
High: $67 < \text{Index} \leq 100$

Table 6D

Construction of Perceived Seriousness of Energy Shortage Index

I would like you to think about the following issues and tell me how seriously you feel each one is affecting us in Canada today. Would you say it is very seriously affecting Canada, somewhat seriously, not too seriously, or not seriously at all?

	Very Seriously	Somewhat Seriously	Not too Seriously	Not Seriously At All	Don't Know	Not Applicable
Energy Shortage	4	3	2	1	2.5	0

Now, more specifically, I would like to discuss what is commonly termed the "energy shortage". Thinking of (FIRST * PHRASE), do you feel the possibility of a shortage in Canada, in the coming years, is very serious, somewhat serious, not too serious, or not serious at all? (IF ASKS ABOUT "THE COMING YEARS", SPECIFY AS "IN THE NEXT FIVE YEARS").

	Very Seriously	Somewhat Seriously	Not Too Seriously	Not Seriously At All	Don't Know	Not Applicable
*Heating oil	4	3	2	1	2.5	0
Electricity	4	3	2	1	2.5	0
Gasoline	4	3	2	1	2.5	0
Natural Gas	4	3	2	1	2.5	0

Index = Total x 100 ÷ (5 minus number of "Not Applicable")

Low: $100 \leq \text{Index} \leq 200$
Medium: $200 < \text{Index} \leq 300$
High: $300 < \text{Index} \leq 400$

Table 6E

Construction of Price/Tax Increase Support Index

I would like to read to you a few suggestions that people have made while iscussing the energy situation. As I read each one, would you tell me whether you would support or not support the suggestion.

	SUPPORT	NOT SUPPORT	NOT APPLICABLE
A special tax on cars that get less than 20 miles to the gallon	1	0	0
A tax on all heating fuels, electricity and gasoline to encourage people to conserve.	1	0	0
Pricing electricity so that the cost per kilowatt hour becomes more expensive the more you use.	1	0	0

Index = Total x 100 ÷ (3 minus number of "Not Applicable")

Low: Index = 0
Medium: Index = 33 1/3 or 50
High: Index = 66 2/3 or 100

Table 6F

Construction of Mandatory Restriction Programs Support Index

I would like to read to you a few suggestions that people have made while discussing the energy situation. As I read each one, would you tell me whether you would support or not support the suggestion.

	Support	Not Support	Not Applicable
Rationing the amount of gasoline, heating oil and electricity each person can use.	1	0	0
A program that requires all homeowners to pay $25 to have their house rated for energy efficiency. A certified person would examine the house and make recommendations.	1	0	0
A requirement that all homes, new and old, would have to be insulated to a certain standard before they could be sold.	1	0	0
A government program to limit energy used for leisure and vacation travel	1	0	0

Index = Total x 100 ÷ (4 minus number of "Not Applicable").

Low: $0 < \text{Index} < 34$
Medium: $34 < \text{Index} < 67$
High: $67 < \text{Index} < 100$

Table 6G

Construction of Energy Conserving Actions Index

Since the start of the energy situation a few years ago, some people have changed some things they do. I will now read to you a list of things people have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

	Yes	No	Not Applicable
Keeping the thermostat at a lower temperature than a few years ago.	1	0	0
Turning off lights in your home more often than a few years ago.	1	0	0
Keeping the hot water heater at a lower temperature than a few years ago.	1	0	0
Using less hot water than a few years ago.	1	0	0
Making improvements to the insulation to your house.	1	0	0
Driving less than a few years ago.	1	0	0
Bought a smaller car than the one you had a few years ago.	1	0	0
Having your car serviced more often than a few years ago.	1	0	0
Using public transportation more often than a few years ago.	1	0	0
Have your furnace serviced at least once a year.	1	0	0
Participate in a car pool/sharing a ride to work with others.	1	0	0
Check the tire pressures on my car at least once a month.	1	0	0
Obtained literature about how to save energy.	1	0	0
Had a home energy audit done.	1	0	0
Often talk with my friends and neighbours about how to save energy.	1	0	0
Installed weatherstripping/caulking	1	0	0
Installed storm windows/doors	1	0	0
Installed a timer controlled thermostat	1	0	0

Index = Total x 100 ÷ (18 minus number of "Not Applicable").

Low: $0 \leq \text{Index} \leq 34$
Medium: $34 < \text{Index} \leq 67$
High $67 < \text{Index} \leq 100$

Table 6H

Construction of In-Home Energy Conserving Actions Index

Since the start of the energy situation a few years ago, some people have changed some things they do. I will now read to you a list of things eople have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

	Yes	No	Not Applicable
Keeping the thermostat at a lower temperature than a few years ago.	1	0	0
Turning off lights in your home more often than a few years ago.	1	0	0
Keeping the hot water heater at a lower temperature than a few years ago.	1	0	0
Using less hot water than a few years ago.	1	0	0
Making improvements to the insulation to your house.	1	0	0
Have your furnace serviced at least once a year.	1	0	0
Installed a timer controlled thermostat	1	0	0
Installed weatherstripping/caulking	1	0	0
Installed storm windows/doors	1	0	0

Index = Total x 100 ÷ (9 minus number of "Not Applicable").

Low: $0 \leq \text{Index} \leq 34$
Medium: $34 < \text{Index} \leq 67$
High $67 < \text{Index} \leq 100$

Table 61

Construction of Transportation Related Energy Conserving Actions Index

Since the start of the energy situation a few years ago, some people have changed some things they do. I will now read to you a list of things people have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

	Yes	No	Not Applicable
Driving less than a few years ago.	1	0	0
Bought a smaller car than the one you had a few years ago.	1	0	0
Having your car serviced more often than a few years ago.	1	0	0
Using public transportation more often than a few years ago.	1	0	0
Check the tire pressure on my car at least once a month.	1	0	0
Participate in a car pool/sharing a ride to work with others.	1	0	0

Index = Total x 100 ÷ (6 minus number of "Not Applicable").

Low: $0 \leq \text{Index} \leq 34$
Medium: $34 < \text{Index} \leq 67$
High $67 < \text{Index} \leq 100$

Table 6J

Construction of Information Related Energy Conserving Actions Index

Since the start of the energy situation a few years ago, some people have changed some things they do. I will now read to you a list of things eople have or have not done to conserve energy. Please tell me "YES" or "NO" for each statement as it applies to you.

	Yes	No	Not Applicable
Had a home energy audit done.	1	0	0
Obtained literature about how to save energy	1	0	0
Often talk with my friends and neighbours about how to save energy.	1	0	0

Index = Total x 100 ÷ (3 minus number of "Not Applicable").

Low: $0 \leq \text{Index} \leq 34$
Medium: $34 < \text{Index} \leq 67$
High $67 < \text{Index} \leq 100$

Table 6K

Construction of Energy Use Compared to Last Year Index

Overall, do you think you are using more, about the same, or less (FIRST * PHRASE) this year as compared to last year.

	MORE	ABOUT THE SAME	LESS	DON'T KNOW	NOT APPLICABLE
*Electricity	3	2	1	0	0
Home Heating Fuel	3	2	1	0	0
Gasoline	3	2	1	0	0

Index = Total x 100 ÷ (3 minus number of "Don't Know" and "Not Applicable")

Low: Index ≤ 150
Medium: 150 < Index < 250
High: 250 ≤ Index ≤ 300

Table 6L

Construction of Day/Night Thermostat Setting Index

At what temperature do you set your thermostat during the day? During the night?

	During the Day	During the night
Under 60°F (under 15°C)	1	1
60 to 63°F (15 to 17°C)	2	2
64 to 66°F (18 to 19°C)	3	3
67 to 69°F (About 20°C)	4	4
70 to 72°F (21 to 22°C)	5	5
Over 72°F (over 22°C)	6	6
Don't Know	0	0
No Thermostat	0	0
Off	0	0

Index = Total x 100 ÷ (2 minus number of "Don't Know" and "No Thermostat")

Low: Index < 300
Medium: 300 ≤ Index ≤ 450
High: 450 < Index ≤ 600

POOR

QUALITY

ORIGINAL